

PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS



VOL. CLXVIII, No. 12

NEW YORK, SEPTEMBER 20, 1934

10c A COPY



NINE of the world's major tire improvements trace to the enterprise and ingenuity of the Kelly-Springfield Tire Company.

Back in horse and buggy days Kelly brought out the first rubber carriage tire with a wire core. Skip twelve years and you find Kelly introducing the first molded pneumatic automobile tire. The first flat-tread pneumatic was a Kelly-Springfield. So was the first successful truck tire.

The first fabric tire was engineered by Kelly-Springfield. The first solid rubber tire carried the Kelly name. The Kelly shop produced the first oversize cord tire. To Kelly goes the credit for the first modernized balloon tire.

This is the record of forty-one years spent in the white heat of experience. Then, in 1933, came Kelly-Springfield Fatigue-proof Tires—the first tires designed to lick modern traffic conditions—high speeds, quick brakes, crowded roads.

In working with Kelly-Springfield, we have told the story of an honest product, honestly made, honestly advertised. The nation has shown that it believes in this believable advertising. More and more cars are riding on Kellys every year.

N. W. AYER & SON, INC.

Advertising Headquarters WASHINGTON SQUARE, PHILADELPHIA

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT

LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

INE
APER
0,000

FIRST IN BOSTON

• Until this year the accepted way to buy advertising space in Boston was to select the HERALD-TRAVELER to cover the most responsive part of the market and some other paper to reach the rest. This was a good general rule until circulation trends . . . recently becoming more marked . . . changed the arithmetic.

Today—according to the Publisher's statements for the six months ending March 31, 1934—you have the HERALD-TRAVELER actually leading all the other dailies not only in Greater Boston but in the thirty-mile A. B. C. trading area as well . . . with its better-than-average market of nearly three million people. That's simple addition . . . with the quality of the HERALD-TRAVELER market remaining the same.

But it takes subtraction, now, to give you the circulation of what used to be the larger Boston newspapers.

Circulation figures tell these plain facts —facts that now show the HERALD-TRAVELER as "FIRST IN BOSTON." In total advertising, too, the HERALD-TRAVELER continues to lead all Boston newspapers as it has done for seven consecutive years.



Advertising Representatives:

GEORGE A. McDEVITT CO.
New York Chicago Detroit
Philadelphia San Francisco



BOSTON HERALD-TRAVELER

CO
Ame
cou
ers
more
urgin
are
adver
ers a
lot o
know
is th
Co-
op

At
adver
ican
panie
adver
lately
He ta
have
lunch.
He s
And
answer
post-g
econo
helpf
under
Coffe

"The
becom
contri
of the
the ti
sume,
second
constit
the "I
Incom
Progr

No
other
is the

Vol. CLX
Entered

PRINTERS' INK

NEW YORK, SEPTEMBER 20, 1934

This Week

CONSUMER co-operatives can't be laughed off as visionary, un-American and impractical. In this country right now many consumers belong to co-ops—and many more are ready to join with a little urging. Today most co-op leaders are emotionally antagonistic to advertised brands. If the movement continues to grow advertisers and their agents may lose a lot of money because they don't know what it is all about. This is the timely warning sounded in this week's leading article, "That Co-operative Gap."

* * *

At a luncheon table, J. O. Lashar, advertising manager of the American Chain and Associated Companies, talked with a stranger about advertising. Broadly, but articulately, the stranger was against it. He talked as you and you and you have heard the critics talk over luncheon tables from coast to coast. He spoke even as the professors. And Mr. Lashar answered him—answered with a sort of tablet-form post-graduate course in advertising economics. Mr. Lashar's useful and helpful remarks are to be found under the heading, "Over the Coffee."

* * *

"The complete study is likely to become one of the most important contributions to economic thought of the last ten years." Thus, under the title, "**Our Capacity to Consume**," Don Gridley typifies the second volume in the Brookings Institution's monumental study of the "Distribution of Wealth and Income in Relation to Economic Progress."

* * *

No censorship for radio or any other advertising medium! This is the message the National Asso-

ciation of Broadcasters, at its convention in Cincinnati, got from President Roosevelt, Hampson Gary, Federal Communications Commissioner, and Ewin L. Davis, vice-chairman of the Federal Trade Commission. Telegraphing from Cincinnati, Bernard A. Grimes, under the heading "**Green U. S. Signal for Radio**," sees in all this something reassuring to business in general. It indicates, he thinks, a willingness on the part of the Administration to talk turkey with those who want to talk.

* * *

For just a few minutes—at most, a few hours—of each year is a stockholder purely a stockholder. The remainder of the time he works, conscientiously, at his job of being a consumer. These two facts a manufacturer generally overlooks when, realizing that his stockholders *ought* to be enthusiastic customers for the company's product, he bangs off at them with a by-mail sales campaign. Well, says the practical Andrew Howe, when stockholders buy, they don't buy spiritually. **If you would sell your stockholders**, he advises, it's best to remain mundane.

* * *

Haste not only makes waste. It also produces poor advertising. T. Harry Thompson, who is copy supervisor at Ayer and who admits that occasionally he has clattered typewriter keys the while the hot breath of a closing-date blew upon his neck, brings into focus the evils of *hurry up copy*.

* * *

A producer seeks a manufacturer's agent. First, he must find out what a manufacturer's agent really is. Then he must find the right one. This week, John H. Frederick, assistant professor of

commerce at the Wharton School of Finance and Commerce, explains the manufacturer's agent's place in industrial marketing—how to select him so as to get results.

Merger problem: There has been a merger of two companies whose products have been trade-identified by advertising. How, now, shall the merged interests capitalize the prestige of both. Under the title, "Converter Goes to Retailer in Style Campaign," R. E. Binger, vice-president of the Allied Kid Company, answers the problem.

Perspective, extraversion, a knowledge of the potency of praise, atmosphere and authority—these are qualities that an advertising manager needs in a boss. The cardinal characteristics are specified by an advertising manager who, for reasons of comfort, prefers to remain anonymous.

Ford lays down \$100,000 for the World-Series broadcasting privi-

lege * * * Armstrong Cork launches a 3,000-dealer sales drive * * * in the battle of the fuels, gas and coal advertisers in Chicago wage merry war * * * Kansas City advertisers, having spied out the land, decide that the late, much-publicized drought, probably was not the all-time champion * * * Caron Corporation brings out a perfume for men * * * Chicago-area dairymen take newspaper space to educate city dwellers in cow economics.

* * *

The sweet-toothed Schoolmaster opens his session with a few remarks about air-cooled chocolates, and goes on, in his scholarly stride to a brief history of the Hudson's Bay Company, continuity-strip advertising, and early Christmas copy. This week's editorials devote deep thought to the lack of confidence among merchandisers, the lack of courage among bankers, the surplus of glorification of advertising—and the proper length of a good, long drink.

CONTENTS

That Co-operative Gap.....	7	Hurry Up Copy and Its Evils.....	65
C. B. LARRABEE		T. HARRY THOMPSON	
Farmers Speak Up.....	13	Our Capacity to Consume.....	69
J. O. LASHAR		Don GRIDLEY	
Over the Coffee.....	17	What an Advertising Manager Needs in a Boss.....	73
J. O. LASHAR		BY AN ADVERTISING MANAGER	
Dividend—Not Price Cut.....	25	Producer's Agent's Place in Industrial Marketing.....	80
JEROME KLOPFEN		JOHN H. FREDERICK	
3,000 Dealers in Sales Drive.....	29	CAB Grading Program.....	86
RALPH WINSLOW		To Explain Banks to Public.....	89
Green U. S. Signal for Radio.....	32	"Don'ts" for Salesmen.....	93
BERNARD A. GRIMES		C. A. MUSSelman	
Converter Goes to Retailer in Style Campaign.....	37	Editorials.....	100
R. E. BINGER		Rural and Farm Paper Summary.....	104
Battle of the Fuels.....	45	The Little Schoolmaster's Class- room.....	106
P. H. EBBS, JR.			
How to Sell to Stockholders.....	61		
ANDREW M. HOWE			

long Cork sales drive
of the fuels,
in Chicago
Kansas City
led out the
late, much-
probably was
pion * * *
rings out a
* Chicago-
newspaper
dwellers in

hoolmaster
a few re-
chocolates,
olarly stride
the Hudson's
ty-strip ad-
Christmas copy,
devote deep
confidence
the lack of
s, the sur-
advertising
of a good,

Evils...65
me.....69
Manager.....73
TAGER
ce in In-.....80
.....86
blic.....89
.....93
.....100
summary.104
's Class-
.....106

THE population of Asia is
962,828,379.

**The circulation of The New Yorker
in Asia (including the Straits
Settlements) is 358.**

**Must be exceptionally interesting
people!**

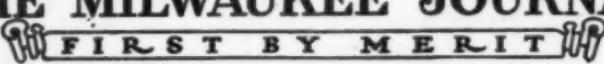
THE NEW YORKER, 25 West 45th St., N. Y.

NO DROUTH in These Figures!

OUTSIDE of the emergency drouth area in north-western and north-central Wisconsin, the average farmer in this state will have more money this fall and winter than in the past three years. Higher prices plus government cash on the corn-hog and tobacco adjustment program more than offset crop shortages.

The corn crop in Wisconsin exceeds the average for the past five years and prices are nearly doubled. The potato crop is 39% larger than in 1933, with prices about equal. Hogs and beef cattle are bringing twice the revenue of last year. Dairy products are bringing 15% to 20% more revenue than last year. Cabbage growers have a bumper crop worth \$25,000,000. The cranberry harvest exceeds last year's by 35% and prices are better. Truck gardeners have been selling a bumper crop for big prices to buyers from many states.

Southeastern Wisconsin, both rural and urban, is sold thoroughly by The Milwaukee Journal.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, Inc.

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

SAN FRANCISCO

north-
verage
all and
es plus
adjust-
ges.

age for
d. The
s about
ice the
ng 15%
growers
e cran-
ices are
bumper
es.

, is sold

NAL
P

, Inc.
FRANCISCO

That Co-operative Gap

Big Distribution Problem Looms Here; and Producers, with Eye to Consumer, Should Study It

By C. B. Larrabee

THE billboards that line the countryside; the billion-dollar burden of advertising carried by the consumers of this country; the multitude of laws against adulteration and fraud in commerce; the army of inspectors to protect the public from what business would do if it were not controlled; the courts and jails for such offenders; the need for institutions such as Consumers' Research; the natural aim of industry to produce things that look as though they were good without being good—all testify to the peculiar character of the profit motive as it affects consumers, and indicate what co-operation is not."

That somewhat inclusive paragraph is taken from an article by James Peter Warbasse, president of the Co-operative League of the United States, and was published in a recent issue of *The Annals of the American Academy of Political and Social Science*.

It indicates only too clearly the approach of most leaders in the co-operative movement to the problem of distribution. It shows the gap that exists between the management of co-operatives and the manufacturer from whom this management, until such time as it can set up its own production facilities, must buy merchandise.

It is just as easy to over-minimize the importance of co-operatives as it is for their advocates to over-emphasize their value. The best available figures to show the growth of co-operatives are to be found in the writings of those who are fostering the movement. Even discounting somewhat for optimism, the figures, nevertheless, are startling enough.

According to Doctor Warbasse his own Co-operative League, which was formed in 1915, now consists of 1,498 consumers' societies with

over 500,000 members. He claims that in 1933 their business reached a volume of \$100,000,000 also that their losses during the depression following 1929 have been strikingly less than those of profit business in the same field, in comparison with the amount of turnover and of capital invested.

He further says that there are in this country about 500 co-operative societies with stores; 2,100 banking societies; 1,600 farmers' supply co-operatives which buy and manufacture feed, fertilizer, seeds, and other farm necessities; about 1,500 oil supply societies; and 900 societies carrying on housing, restaurants, bakeries, hotels, milk supply, insurance, telephone service, medical care, laundries, electrical supplies, undertaking, and other services. In addition, he points out, there are many mutual insurance societies and building and loan associations which are on the borderline of co-operation, to say nothing of clubs and other non-profit organizations.

The most spectacular develop-

PICK-UPS



The information below, gathered by the Marketing & Research Staff of Ruthrauff & Ryan, Inc., is a by-product of its regular work. Formerly it was passed along from time to time to members of its own staff, and to a limited number of executives in other organizations... It occurs that many business men might find in such material occasional items of interest and value.

The effect that the depression has had on retail sales in the past four years is emphasized by preliminary figures just released by the 1933 distribution census. In 1933, estimated sales were \$25,700,712,000—a decrease of 47.7% from 1929's volume—presumably prosperity's peak year.

Despite this sharp drop in sales, the number of retail establishments has changed very slightly, there being 1,520,339 such stores in 1933 as against 1,543,158 in 1929 (off 1.5%).

Dog food manufacturers estimate that every second family in this country has a dog. Although the canine food industry is comparatively new, sales are believed to be about 50 million dollars annually, with some estimates placing them as high as 90 million dollars.

A two months old law in New Orleans requires grocers in that city to pay an annual tax of \$2.50 for each window and show case, \$1.00 for each signboard, \$12.00 for each merchandise stand, 75c for every awning and weighing machine, and 50c for each telephone sign.

To run their 24,000,000 automobiles and trucks, American owners annually spend nearly eight billion dollars for gas, oil, tires, parts and repairs.

A sales increase of 50% . . . A Canadian manufacturer reports sales increasing month after month, with volume in the latest month over 50% ahead of six months ago. The advertising of this manufacturer is placed by Ruthrauff & Ryan.

Interesting new products: "Drinkubes"—sugar squares for coloring and sweetening drinks, aspic for jellied consomme, etc.; "Cello-Paper" undergarments made of non-transparent paper; and "Du-Prene", a synthetic rubber made from coal, salt, water and limestone. Lastly, a rubber toothbrush which can be used for cleansing and deodorizing purposes in one operation.

It is estimated that 70% of all 5-cent bottled soft drinks are bought by boys and girls under 16 years old.

A recent survey indicates that the most popular retail prices for women's hats are less than \$4.00, with 40% of all women purchasing hats priced under \$2.00.

Kentucky Winners, a new cigarette, within ten days after its introduction in New England, had sales of 31,000,000 in that territory. Breaking into the Chicago metropolitan area, in the first two and a half weeks sales exceeded 49 million. And New York, just opened, is showing equally promising signs. Ruthrauff & Ryan is handling both the newspaper and radio advertising for Kentucky Winners.

Doctors and dentists and drug stores . . . In this country there are approximately 150,000 physicians, 61,000 dentists and 60,000 drug stores to administer to the needs of the ailing.

For every 100 groceries in the United States, there are approximately 59 gasoline stations, 43 restaurants, 19 drug stores, 13 automobile sales rooms, 8 hardware stores, 6 women's apparel shops, 6 furniture stores, 3 soft drink stands, 3 florists, and less than 1 book store.

Someone has called the tomato a "spectacular fruit", and certain phases of its history bear out the propriety of the term. About 100 years ago the accidental eating of a tomato was a serious mishap and called for emergency treatment. And while as recently as 1927 tomato juice as a commodity in itself did not exist, it is estimated that nearly 5 million cases of the product were consumed last year.

Almost 60% of all American families have no children under 10 years, and approximately 39% haven't any under twenty-one.

Latest of food products which must comply with standard specifications is the hot dog. In order to be sold in New York City parks, hot dogs must contain certain percentages of various meats and no coloring matter. Each hot dog, too, must carry the stamp of the Bureau of Animal Industries, and the rolls must also measure up to certain set standards.

A dancing school that has enrolled 50,000 students . . . The Arthur Murray School of Dancing not long ago signed its 50,000th student—by far the largest enrollment that has ever been known in the social dancing school field. The School now has six floors of private instruction rooms and a staff of over 150 instructors. Ruthrauff & Ryan have been placing the School's advertising for 14 years—since its inception.

Despite the drought, it is estimated by various sources that farm income for 1934 will be 29% greater than that for 1933 and 53% more than that for 1932.

Two interesting facts revealed by the preliminary reports from 63 cities in the Real Property Inventory: Of all the residences surveyed, only 6.2% were built during 1929-1934, whereas 76.3% were built prior to 1924. And in 30% of them there is neither gas nor electricity for cooking purposes.

There are Ruthrauff & Ryan Offices at 405 Lexington Avenue in New York, 360 North Michigan Avenue in Chicago, and in Detroit, St. Louis, Kansas City, San Francisco, Los Angeles and Seattle.

ment of the co-operatives, of course, has been abroad, particularly in the Scandinavian countries and in Great Britain, which was the birthplace of the movement. It is this rapid development overseas that has led many enemies of the movement in this country to assert that it will not succeed here because essentially it appeals to foreign psychology and cannot continuously interest the 100 per cent Americans.

Movement Has Moved Slowly in America

The history of the movement in this country has not been one of a succession of triumphs. As a matter of fact, co-operation among consumers has moved ahead slowly. Unfortunately for the progress of the movement, some of its outstanding early successes later have become equally outstanding failures. This, however, is true of most movements which tend to upset established mechanisms and systems.

The important fact is that today the ground is better prepared for the success of the co-operative movement than ever before. Therefore, it becomes a problem that must be faced by the national manufacturer.

Not to understand it and its many implications is culpable negligence, just as it was culpable negligence a few years ago to assume airily that the chain store was a more or less impermanent development. This is not a prophecy that the co-operatives will develop as rapidly as the chains. It is, however, a warning that if conditions continue to develop as they have, the co-operative may be as serious a movement to reckon with as the chain became in the early twenties.

Some of the factors favoring the growth of co-operatives are of comparatively recent growth. Others stem back a number of years.

For the first time in the history of this country an important group in the high councils of Government are friendly toward the co-operative movement and are actually fostering it. Recently, for instance,

the AAA issued a bulletin in which it suggested that "in this country there may be erected as vast and as valuable a co-operative movement as that serving British consumers." Other governmental bureaus in Washington who are interested in consumer destinies have also shown warm sympathy with the co-operative idea.

Furthermore, these various agencies, whether or not they are forthright in their sponsorship of co-operatives, are doing their best to create a consumer state of mind which will welcome co-operatives as a weapon against the "vicious profit system."

This state of mind cannot be minimized, although a great many advertisers are seeking to do just that.

Also, today there are in this country probably more persons than ever before actively engaged not only in destructive propaganda against business as it is now conducted, but also in constructive propaganda for consumer co-operation. Now no matter what form of co-operation these people recommend, eventually their thinking brings them around to the consumer co-operative on the British and Swedish models.

Proponents Point to Private Business Failures

While opponents of the movement point out the numerous failures of co-operatives, proponents point out with some convincingness that private business hasn't done so well by itself either. For every consumer co-operative that has failed in the farming regions, these proponents say, there are a dozen or a score of banks which failed with far greater loss to the people. This argument may or may not be valid, but it is convincing a number of consumers.

Furthermore, these proponents point out, there is nothing particularly un-American in the co-operative. This country is still supposed to be Nordic in its complexion and the supporters of the movement show that it has had its greatest successes in Great Britain

(Continued on page 96)

tin in
n this
ated as
erative
British
mental
o are
sturies
mpathy

agen-
forth-
of co-
est to
mind
ratives
ricious

ot be
many
o just

in this
s than
d not
ganda
con-
uctive
oper-
rm of
ecom-
nking
con-
ritish

move-
fail-
ments
gness
done
every
has
these
dozen
ailed
ople.
ot be
mber

ents
artic-
co-
still
com-
the
d its
tai

IT DARES TO BE DIFFERENT



POINT OF
DIFFERENCE NO. 5

17,918 "TIE-IN" *Advertisements*

These local advertisements were placed in *The Christian Science Monitor* during 1933 by retail merchants — at their own expense — and featured products also advertised nationally in the *Monitor*. 191 national advertisers thus received additional publicity at no cost to them. This unique merchandising service — called *Dealer-izing* — greatly enhances the value of space in this unusual advertising medium.

THE **CHRISTIAN SCIENCE MONITOR**

Published by The Christian Science Publishing Society
Boston, Massachusetts

NEW YORK OFFICE—500 FIFTH AVENUE

Other Branch Offices: Chicago, Detroit, St. Louis,
Kansas City, San Francisco, Los Angeles, Seattle, Miami
London, Paris, Berlin, Florence, Geneva.



AN INTERNATIONAL DAILY NEWSPAPER

O You Olathe!

NATIONAL SHELTER GROUP
WALTER C. McMILLAN, INC.
NEW YORK

Editor of Printers' Ink:

Shame on you for making fun of my home town (at least the town where I first saw the light of day—Olathe, Kansas) in the September 13 issue of *Printers' Ink*.*

As a youngster before the turn of the century, I drove a delivery wagon for the "Big Grange Store" during the summer time. The official title of the organization which owned this yere store was the Johnson County Co-operative Association.

But what burns me up is your editorial writer calling Olathe "a rather remote place." I'll have you understand that its population at the time of my residence there

* "Olathe Is Overlooked," *Printers' Ink*, September 13, 1934, page 112.

Fred Lewis, Business Manager, "Pictorial Review"

Fred Lewis has been made business manager of *Pictorial Review*. He has also been appointed vice-president and treasurer of The Laurelton Corporation, the Hearst affiliate which now publishes *Pictorial Review* and its pattern companies.

Mr. Lewis was formerly treasurer and general manager of the Butterick Company, publisher of *Delinuator* and the Butterick Patterns, with whom he had been connected for the last eight years. Before his Butterick connection, he was secretary of *Collier's*.

Duhamel Joins Photo-Engraver

Maurice F. Duhamel, night wire editor at the Associated Press, New York, has been appointed sales manager of the Advertisers Photo Engraving Co., Inc., of that city, effective October 1. He was at one time managing editor of *Advertising and Selling* and *Hotel Operation*.

Eyler with "American Home"

Godfrey J. Eyler, for the last twelve years vice-president and Western manager of the Retail Ledger Publishing Company, has joined the Western office, at Chicago, of the Country Life-American Home Corporation, publisher of *Country Life* and *The American Home*.

was 3,456. I was always able to remember it exactly because, as you will note, the digits run consecutively. This population did not vary over ten a year for twenty-five years. I am under the impression that it is now somewhat less—possibly nearer 2,345. But that word "remote"!

There is one statement in your editorial, however, that is 100 per cent correct—and how. To wit, "it knocked down, probably, prodigious amounts of prejudice and selfishness." When this store was established, it actually looked for a matter of a year or two thereafter, that the county was on the verge of civil war. The bitterness of the arguments, pro and con, in connection with the enterprise are still vivid in my mind.

Anyhow, mister, you can't say I don't read your sheet pretty carefully.

WALTER C. McMILLAN.

To Handle Dudley Lock Advertising

The Dudley Lock Corporation, Chicago, manufacturer of combination locks, key locks and builders' hardware, has placed its advertising account with Reincke-Ellis-Younggreen & Finn, advertising agency of that city. Plans are under way for a national sales campaign on an entirely new type of lock.

Radio Campaign for Eaton

The Eaton Paper Corporation, Pittsfield, Mass., writing papers, is sponsoring a new radio program, featuring Elisabeth Thomas, graphologist. The Wylie B. Jones Advertising Agency, New York, has been appointed to direct the Eaton advertising.

Graybar Adds J. W. King

J. W. King has been added to the advertising staff of the Graybar Electric Company, New York. He has been associated with the electrical industry for a number of years as advertising manager of Edwards & Company, New York.

New Textile Paper

The *Seattle Textile* will be published shortly by the Seattle Textile and Apparel Association, as a new magazine to circulate throughout the Western States.

Farmers Speak Up

Use Advertising to Build a True Picture of Themselves in City Dwellers' Minds

ONE important long-range aspect of the farm problem, a group of 18,000 dairy farmers who supply the Chicago area with their products has decided, is the city dwellers' estimate of the farmer—an estimate which probably involves a sizable lack of both understanding and respect. Accordingly, these sons of the soil, who compose a co-operative marketing organization known as the Pure Milk Association, have set out upon a newspaper advertising program to educate their city brothers regarding themselves and their job.

The average city person thinks of the farmer, if he thinks of him at all, as a somewhat quaint vaudevillian character who wears funny pants and a horse-eaten hat and whose conversational repertoire consists of "By Cracky!" Just an unshaven hayseed who vegetates in the sticks because he hasn't anywhere else to go, or hasn't sense enough to go somewhere else, is too lazy to, or all three. A dairy farmer? Well, a dairy farmer is a farmer who has a cow and a pail and won't ship in milk every once in a while just out of spite for babies that live in cities.

"We are attempting through our advertising program to correct such impressions by acquainting the city milk-consuming public with two things about the dairy farmer," says A. M. Krahl, director of public relations of the association. "In the first place we aim to build up an appreciation of the fact that the farmer is up against a real set of problems in starting the daily quart of milk on its way to the city doorstep. We are showing that this is no mere matter of getting milk out of a cow into a pail, but a complicated business, beset by the uncertainties of nature, that requires hard work, scientific knowledge and a heavy equipment investment.

"At the same time, we want city people to realize that the dairy farmer is a man who has an ideal and wants to make a contribution to the welfare of the social whole; that he is a human-being of ambition and education and not just a dumbbell hick who's going to seed out there in the country. Taking these two things together, we are simply relating a set of little appreciated facts about the farmer in the belief that when these are known there will grow up a much greater respect for him."

Whatever bond of understanding may be built up through this effort has of course only an indirect commercial significance, but one which will undoubtedly stand the farmer in good stead as a long-term investment. Periodically in every large city there come times when the mills situation becomes jammed up, Chicago being by no means an exception. Mill strikes often find the agricultural party to the conflict on the defensive largely be-

DAIRY FARMING - A PROFESSION!

The Dairy Farmer Is a Scientist in Omnibid



The Pure Milk Association

ALL THEY need is pressure on



THE BOONE MAN REPRESENTS 27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Chicago American
Detroit Times
Atlanta Georgian
Omaha Bee-News
Seattle Post-Intelligence

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligence

ALL

OD N

E A R

Chicago
Detroit
Atlanta
Omaha
Seattle

iron THEM ...

one times out of ten, "weak spots" in a sales-chart iron themselves out as soon as they are thoroughly understood . . .

soon as it is realized that, even though distribution may be national, still *every* section has its own individual likes and dislikes, own demands, its own *ways of doing business*.

HY must retailers be treated differently in a certain area . . . HY must the copy-slang be changed in another . . . WHY a sales-drive more productive the spring, here; in the fall, there . . .

nd WHAT are the score of other factors that can make or

break sales in America's multitude of widely different markets?

These things *must* be known. Sales and advertising managers are agreed upon that.

Scores of them also agree that the quick, *sure* way to get such data is through the competent staff of trained men who constantly study the 14 important markets, covered by the 27 Hearst newspapers which the Rodney E. Boone Organization represents. Furthermore, they agree that the quick, sure way to *capitalize* this information is through these same newspapers, which are so overwhelming an influence upon the thoughts and habits of consumers and dealers in their respective market areas.

ALL THE BOONE MAN



ODNEY E. BOONE ORGANIZATION
A UNIT OF
EARST ADVERTISING SERVICE
NEW YORK

Chicago Detroit Cleveland Boston
Philadelphia Rochester Atlanta
San Francisco Los Angeles Seattle

cause it is his circumstances about which the least is known. It has been felt, therefore, that a constructive program of education will establish a fair understanding of the farmer's case much more effectively than a hectic splurge of statements and protests at the time of unsettlement.

The advertising copy which is being used to accomplish this end is a series of straight-out presentations of facts about dairy farming, dressed up in a pictorial, newsy and human-interest style. The first advertisement discussed the drought, the second the scourge of the chinch bug as examples of

problems of nature which the farmer must combat. Subsequent advertisements have interpreted the farm youth and the professional training which is the equipment of the dairy farmer.

All the selling is of the dairy farmer, nothing is said about milk as a food product. However, these farmers are by no means asleep to the value of promoting the consumption of their products. They are joint sponsors and financers, with the Chicago milk distributors, of the comprehensive advertising campaign which has been carried forward for some time over the signature of Milk Foundation, Inc.

* * *

Woodman, Manager, KDKA

Harry A. Woodman has been appointed general manager of Station KDKA, Pittsburgh, which is owned by the Westinghouse Electric & Manufacturing Company and managed and operated by NBC. He has been identified with radio since its early days having joined the staff of WEAF, then owned by A.T.T. in 1925, as sales and station contact. He assisted in the formation of the first experimental networks and when the National Broadcasting Company was formed in 1926, he joined the new organization as traffic manager, a post he has held ever since.

To Advertise New Products

E. S. Evans & Son is the name of a new Detroit company which has been formed to manufacture and merchandise nationally a number of new products. E. S. Evans is president, Robert Evans, executive vice-president, and E. S. Evans, Jr., treasurer. Its products will be "package" or "over-the-counter" merchandise. Brooke, Smith & French, Inc., Detroit, will handle the company's advertising.

Joins Quality Bakers

Robert D. Mansfield has joined the Quality Bakers of America, New York, in a sales promotional capacity. He was with The Blackman Company for five years, and later copy chief of Litchdale, Burnham & Rossiter, Inc. For the last three years he has been with the Forstmann Woolen Company, Passaic, N. J., as industrial engineer.

Gillespie with "Pictorial Review"

Fred H. Gillespie has been appointed Western manager of *Pictorial Review*. He was formerly Western manager of *Delineator* for eight years. Previously he had been with Erwin, Wasey & Company, and *Cosmopolitan*.

"Kestos" Seeks American Market

E. H. Maddick, managing director of "Kestos" has taken up headquarters in New York to establish an American company to produce and market KST brassieres, which are advertised extensively abroad with offices in London, Paris and Brussels. Mr. Maddick is conducting a campaign of research before launching a merchandising and selling campaign in this country and is planning to remain here as head of the "Kestos" American Company. The Wm. H. Rankin Company has been appointed its advertising and merchandising counsel.

Eastman Kodak Elects Sievers

Herman C. Sievers, formerly general sales manager, has been elected a vice-president of the Eastman Kodak Company, Rochester, N. Y. He succeeds the late Lewis B. Jones and will have charge of sales and advertising. Two other vice-presidents were elected by the company: Albert F. Sulzer, manager of the Kodak Park plant, who retains charge of that division, and Dr. C. E. Kenneth Mees, who remains in charge of the research and development department.

Mrs. Wagner's Pies to Mathes

Pie Bakeries, Inc., maker of Mrs. Wagner's Pies, with plants in Newark, Brooklyn, Chicago, Cleveland and Detroit, has appointed J. M. Mathes, Inc., New York, to handle its advertising. Plans will be formulated after a study to be made by the Mathes organization.

Seagram Advances Guyer

William Guyer has been promoted to the position of sales promotion manager of Seagram-Distillers Corporation, New York. Mr. Guyer, who was formerly advertising manager for Schenley Products Company, is in charge of all direct-mail promotion, advertising, styling, packaging and dealer aids.

A S
TH
at
others
knows
and
vertisi
brand-
we we
hour,
who I
It
brougl
topic
Add
"What
I mean
it seem
are we
spreads
and tha
lars tha
on to t
And
time to
he stra
declarat
"Now
"that I
you'd t
backgro
conclud
a Tory
"Wel
Regard
Roosev
great h
wait fo
man he
and str

"Of

Over the Coffee

A Socratic Presentation of the Economics of Advertising—an Answer, in Tablet Form, for the Skeptics

By J. O. Lashar

Advertising Manager, American Chain and Associated Companies

THERE were three of us at luncheon. Of the two others, one was a man who knows that I live and move and have my being in advertising. The other was a brand-new acquaintance. Until we were introduced that noon hour, he'd never seen me; and he hadn't the slightest notion who I was or what I did.

It was the stranger who brought up advertising as a topic of conversation.

Addressing me, he asked: "What do you think of advertising? I mean, in a broad way. Doesn't it seem to you that the criticisms are well-founded—that advertising spreads bad taste, that it misleads, and that it wastes millions of dollars that otherwise would be passed on to the consumers?"

And then, without giving me time to tell him what I thought, he straightway launched into a declaration of what he thought.

"Now you'd imagine," he began, "that I'd be pretty conservative. If you'd take into consideration my background and environment, you'd conclude that I'd be what they call a Tory.

"Well," he went on, "I'm not. Regardless of politics, I'm pro-Roosevelt. History will decide how great he is; but we'll not need to wait for history to tell us how human he is, and how warm-hearted and straightforward and sincere.

"Of course, the President has

made his mistakes. But one of those mistakes is *not* his Brain Trust. For it has been the intellectuals, in the Brain Trust and outside it, who have debunked Big Business and exposed advertising for what it is.

"And what is advertising? I'm told that it's an instrument to stimulate desire. In plain English, it's an instrument designed to cause people to want things they wouldn't want naturally, and to buy things they don't need. Obviously, one of its effects is to cause people to be dissatisfied with their lot. One of its most conspicuous intentions is to impel them to keep up with the Joneses; and to those who can't afford to keep up with the Joneses, the frustrated aspiration can bring nothing but unhappiness. In basic principle, then, advertising is anti-social.

"And what of its methods and manners? Advertising is obtrusive. It burdens our magazines and newspapers. It stuffs our mailboxes. It clutters the air waves.

"I turn on my radio to listen to music. And what do I hear? I hear propaganda for somebody's tooth paste, or somebody's laxative, or somebody's gasoline. Put it this way: In the evening, I invite the voice of radio into my house as if it were a guest—and it talks as if it were a drummer.

"Advertising is deceptive. When it doesn't downright falsify, it lies by innuendo. It goes into ecstasies over things that, themselves, cannot be otherwise than commonplace.

"Advertising fosters bad taste. Over the air it promotes the dis-

semination of the lowest grades of low-grade music. It panders to un-cultivated tastes in comedy, in so-called drama, and even in poetry.

"And on the material side, as certain of the much-maligned Brain Trustees and professors have said, and as I have said, advertising is waste. The millions that have gone into it might better have been used in ways that would be constructive. In justice to the people, the tremendous amounts of money that are spent in advertising ought to be passed on to the consumers, either in the form of lower prices, or in the form of more adequate values."

My new-found acquaintance paused. He fixed me with his gaze. His words, I took it, were supposed to sink in.

Then he added: "*That* is what I think of advertising."

Well, I told him what I thought.

For once in my life, at least, I was able to marshal my impromptu thoughts in the straight lines of logic. For once in my life I felt myself a missionary among the heathen; and if, for once, I spoke better than I know how, you may put it down to inspiration.

Not because I consider my answer to have been perfect—for there wasn't time to do the subject full justice—but because I believe it may be helpful to the cause of advertising, I am reporting the conversation here.

Dedicated to Those in a Similar Situation

That luncheon discussion was typical of thousands of discussions that, day after day, over this broad land of ours, cross and intercross over luncheon tables and in clubs and Pullmans and on street corners. There are other advertising men, many of them, who find themselves in situations similar to the one in which I spoke my piece. To them, for their possible use, I dedicate what I told this scoffer and skeptic. I said:

"To touch just briefly on the broader aspect, Mr. So-and-So, if it weren't for advertising, you wouldn't be here. The business to which you are attached would not

exist. None of us would be here, for this restaurant wouldn't be here, either. And each of us, in his respective clearing in the forest, would be munching a mixture of maize and mudhen."

"For, in one form or another, advertising has been stimulating desire over the course of generations. So greatly has it stimulated the desire to own and use better things that pioneers, confident that their achievements would find a 'market,' have gone forth and, out of wilderness, have created our civilization."

Colonists Came through Word-of-Mouth Advertising

"It was word-of-mouth advertising that brought over the Colonists. It was advertising, in the form of spoken and printed persuasion, that welded the Colonies into a nation. It was advertising that raised the funds to lay out roads and build bridges and dig canals. It was advertising that financed the march of the railroads to the Pacific; and it was advertising that peopled the midlands with the homesteaders who founded the inland empire.

"You admire Roosevelt. So do I. You say he is warm-hearted and straightforward and sincere. But how do you know he is? Whence has come your conviction and mine that here is a President who has found a place closer to the hearts of the people than has any other man since Lincoln?"

"I'll tell you. We have heard his voice!"

"Into your home and mine he has come as if he were a friend of the family; and he has sat down with us and talked in simple language about the affairs of the Republic.

"Franklin D. Roosevelt will be known, I think, as the first President-by-Radio. He has spoken through receiving sets numbering some 18,000,000. In a single quarter hour he has talked to an audience estimated at close to a 100,000,000.

"Without the radio, Roosevelt would be a Personage. With the radio, he is a person.

"Without the radio, this man to

Sept. 20

St

The H
data p
Home
survey
analyst
to com
how m
space :

be here,
don't be
f us, in
the for-
mixture

another,
nulating
genera-
mulated
e better
ent that
find a
and, out
ated our

adver-
the Colo-
the form
suation,
to a na-
t raised
and build
was ad-
e march
fic; and
pled the
steaders
spire.

So do
-hearted
sincere.
he is?
conviction
'resident
loser to
than has
coln?
eard his

mine he
friend of
at down
ple lan-
of the

will be
t Presi-
spoken
mbering
le quar-
to an
se to a

oosevelt
With the

man to

Strongest Where Buying Power Is Strongest

In the areas surveyed in 10 leading Chicago Suburban districts - Evanston - Oak Park - Kenilworth - Glencoe - Winnetka - River Forest - Wilmette - Highland Park - Berwyn and Cicero - The Chicago Daily News has more Home Coverage than any other daily newspaper.

NEWS . . . 66%

TRIBUNE	51%
AMERICAN	32%
TIMES	8%
HERALD-EXAMINER	7%

The Home Coverage statistics on this page are compiled from data presented in the book entitled "Survey of Daily Newspaper Home Coverage in Metropolitan Chicago" just completed. The survey was under the direct supervision of an eminent market analyst, one of America's leading authorities. It took one year to complete. For the first time, advertisers may now know exactly how much HOME COVERAGE they are getting when they buy space in Chicago daily newspapers.

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

whom you give credit for having backed the Brain Trustees who have 'debunked' Big Business and 'exposed' advertising might not have been elected.

"And without advertising, the industry that manufactured the 18,000,000 receiving sets and the industry that linked the States from coast to coast with broadcasting chains could not have been.

To Those Who Want Radio "Regulated"

"Possibly you are one of those who believe that the radio ought to be 'regulated'—that it ought to be controlled, perhaps by the Government, in such a way that commercial propaganda might be eliminated. I commend to your attention the distressing report of an eminent American who tried not long ago to find entertainment at a rented receiving set in an apartment hotel in London. Under the title, 'Daffodils on the Air,' and under the signature of Joseph Hergesheimer, you'll find it in the August 25 issue of *The Saturday Evening Post*.

"You complain that the radio bombards you with selling talk for merchandise. You overlook a fact that Hergesheimer, until he tuned in in London, also seems to have overlooked—that the same sellers of merchandise bring you music and drama and comedy, and that they fill the hours with varieties of programs among which you may choose what you like.

"Hergesheimer, patiently listening in London, where the regulated broadcasters give the people, not what the people want to hear, but what the Government thinks they ought to hear, found quarter-hour and half-hour lapses when the dial, from end to end, was as silent as the tomb.

"You complain that, over the air, advertising sponsors the broadcasting of low-grade music and low-grade comedy and drama. I believe that I could prove that what you call low-grade music is on as high an artistic plane as were the plays of Shakespeare; for jazz and 'hot-liek' blues are spontaneous expressions of the emotions and reactions of people precisely like the ground-

lings to whom Shakespeare wrote. I could remind you, also, that even the professors of literature concede a lofty pinnacle to the writings of Ring Lardner.

"But the answer, I believe, lies closer at hand. I assume that you approve and endorse what are called the classics. I doubt that your own aesthetic taste is shared to any overwhelming extent by the masses. But radio, sponsored and supported by advertising, has carried the classics into every hamlet from ocean to ocean.

"And now about the newspapers and periodicals: You say that advertising burdens them. I surmise that hundreds of publishers would be amazed to find that the advertising they carry is burdensome. But you were thinking, I suppose, of the readers.

"You're worried about taste. Do you know that, indirectly and directly, advertising has been responsible, not for lowering the taste of Americans, but for elevating it and giving it an education?

"In their editorial columns, in their articles and in their fiction, American publications, enabled by advertising to spread their circulations over audiences that run into the millions, have guided American men and women to an appreciation of better, more comfortable, more beautiful homes and of better, more comfortable, more becoming apparel. They have taught us better modes of living—and better manners.

Does Advertising "Color" Editorial Opinions?

"You didn't mention the matter, but it has been said that advertising is anti-social because it 'colors' editorial opinion. Possibly you think it would be better if the operating expense of the publishing business could be paid from some other source—perhaps from public funds. May I call your attention to present-day Germany? Can you believe that the German people, reading a press that is 'regulated' by the government now in power, really know what is going on in their Fatherland?

"Written into our basic law is a

guar
free;
freed
all wi
where
tising
"Fo
Amer
he is
he ma
variety
spread
pages
world
written
partial
highly
mainly
pers—
their

Bringe
of Lit

"Fo
quarter
azine.
his en
for h
his sm
him t
quality
ings o
works
ford t
"An

ing "b
your
before
happie
public
not by
did, yo
weighi
didn't
didn't
teresti
you ar
can an
you de
and se

"Fo
newsp
tells y
most
biles,
golf
clothes
fixture
all the
use—a
that c
and se

wrote.
at even
e con-
e writ-
ve, lies
at you
at are
bt that
shared
by the
ed and
as car-
hamlet
spapers
hat ad-
surmise
would
adver-
ensome,
uppose,
ste. Do
and di-
respon-
taste of
g it and
nns, in
fiction,
piled by
circula-
un into
Ameri-
appre-
ortable,
of bet-
ore be-
taught
—and

matter,
vertis-
"colors'
y you
if the
ublish-
d from
s from
our at-
Germany?
German
that is
ent now
is go-
aw is a

guarantee that our press shall be free; and free it actually is. But freedom of action gets nowhere at all without the means to act. The wherewithal—that is what advertising supplies.

"For two or three cents an American buys a newspaper. If he is a reader of editorial pages he may take his choice among a variety of political faiths; but spread before him on the news pages are the happenings of the world, much of it gathered and written by accurate, factual, impartial news services. And those highly expensive news services, maintained by the subscribing papers—to advertising they, too, owe their very existence.

Brings Reader High Quality of Literature

"For a nickel, or a dime, or a quarter, an American buys a magazine. In it he finds fiction for his entertainment and non-fiction for his enlightenment. In bulk, his small-change investment buys him the equivalent of a book. In quality it brings to him the writings of men and women whose works he could not otherwise afford to own.

"And does he find the advertising 'burdensome'? Do you? Does your wife? In the happier days before 1929—at least, they were happier for the publishers—when publications might have been sold, not by the copy, but by the pound, did you feel that you were being weighted down with something you didn't want? On the contrary, didn't you find the advertising interesting and instructive—just as you and your wife find it now? I can answer for you. You did; and you do.

"For advertising, whether in newspaper or magazine, is news. It tells you what is most recent and most nearly perfect in automobiles, motor boats, fishing tackle, golf clubs, razors, shaving soap, clothes, shoes, hats, plumbing fixtures, oil burners, insurance, and all the thousand other things you use—all the things, including radio, that contribute to your comfort and security and happiness.

"It tells your wife what is newest and most nearly perfect in clothes, in foods, in house furnishings, in amusements, in schools—in all the thousand things that will enable her to lead a happier life and enable her, besides, to create and operate a healthier, more wholesome, more livable environment for your household.

"By learning how to live more civilized lives we Americans have set up and maintained the world's highest standard of living.

"You ask me if I think advertising misleads. You say it lies. I say advertising doesn't, but some advertisers do.

"In a drought-stricken State, a rainfall would bring life and renewed hope to thousands of farmers—but deep distress to a city-dwelling professor if the rain should blow in through his study window and drench the manuscript of his forthcoming book on the demise of capitalism. Blessings are seldom unmixed.

"As Lincoln reminded us, you can't fool all the people all the time. Business structures such as ours cannot stand upon a foundation of untruth. Without honesty to customers, without fair dealing, a business enterprise cannot survive. Without a good reputation, it cannot live. And the more conspicuous the enterprise, the harder it will strive to keep its good name unsoiled. Thus, instead of presenting an opportunity to deceive, advertising imposes an obligation to tell the truth.

Has Even Benefited the Professors

"You have been listening to the skeptics. You have been reading the professors. You have wondered. And I've been wondering, too.

"I've been wondering, Mr. So-and-So, how the professors—and especially the professors—have failed to see that it is to advertising that they owe their scholarship. Without advertising there would have been no economic situation in which colleges and universities could have been built; and if, by some miracle the seats of higher learning had been brought into ex-

The Tigers Are Out To Win!

*The Detroit News Is a Winner, Too . . .
Year After Year!*



Out

0 . . .

WIN OR LOSE, the Detroit Tigers have given America a new thrill—a fighting combination determined to be champs!

Detroit is like that. And it backs its champions to the limit. Not only in baseball, but in all the varied sporting events that express the varied and active life of this energetic city. And in all the varied and commercial activities that make the name of Detroit known throughout the world . . . **that make Detroit the Fourth Great Market of America!**

The Detroit News is a Detroit champion . . . an American record holder, in many respects. In amount of advertising printed in 1934, out of all the daily newspapers in the United States it stands **FOURTH**.

We are proud to have been next to The New York Times. We are proud to hold the edge on the Chicago Tribune. Great papers in great markets! Among the world's best! But the Detroit News is in there all the time, for the last 20 years among the first five newspapers in total advertising.

The reason for the strength and prestige of the Detroit News is plain.

It does its job like a champion. It goes direct to its objectives—the **HOMES OF DETROIT**. It is not interested in circulation that flies over the fence into Canada—or bears a date other than the date of issue. . . . **EVERY COPY OF THE DETROIT NEWS IS A HOME RUN!**

The Detroit News has better than 34% of its Sunday and 94% of its week-day circulation concentrated in the Detroit Trading Area where the better the section, the better The News covers it. It has the largest circulation in this area of any Detroit newspaper!



The Detroit News

THE HOME NEWSPAPER

New York

I. A. KLEIN, Inc., 50 E. 42ND ST.

Chicago

J. E. LUTZ, 180 NO. MICHIGAN

istence anyway, then without advertising—or without still another miracle—there would have been no economic situation in which the professors' dads would have been able to send the professors-to-be to school. And two miracles for one set of professors seem entirely too much.

"On the purely practical side, I have wondered why the doubters cannot see that if advertising has accomplished no more than to help,

mighty, in making present-day America, then advertising has justified itself. And, as the doubters talk about waste, I wonder why they cannot see just a little farther and understand that, if there had been no advertising, a Ford today would cost about \$20,000.

"Have I bored you? Have I convinced you? Well, anyway, we've accomplished something. I have re-convinced myself."

Ford to Broadcast Series

WHEN the World Series of 1934 goes on the air, its ethereal sponsor will be the Ford Motor Company. The broadcasting privilege comes high. As the linguists of sporting circles would phrase it, Ford will lay \$100,000 on the line.

As the same linguists would further phrase it, the Ford contribution will go two ways—\$58,000 toward getting the nut off (i. e., meeting the series' expense) and

\$42,000 to the players' piece (i. e., their share of the profits).

The broadcasts, carried by both the National Broadcasting Company and the Columbia Broadcasting System, will go on the air on October 2 from the park of the team that wins the American League pennant; and from this distance it looks as if that park will be the Tigers' ballground in Mr. Ford's own home town—Detroit.

With Aitkin-Kynett

Robert W. Clark, former apparatus advertising manager of the Westinghouse Electric & Manufacturing Company, has joined the staff of The Aitkin-Kynett Company of Philadelphia. With Westinghouse, Mr. Clark was responsible for the planning and production of advertising of equipment sold to industrial markets and for its line of unit air conditioning apparatus.

Eureka Vacuum Advances Wells

W. H. Wells has been advanced to the position of Eastern sales manager of the Eureka Vacuum Cleaner Company with headquarters at New York. He has been with the Philadelphia division of the company.

"Time" Promotes Sadler

Time, Inc., New York, has appointed George B. Sadler as Eastern advertising manager of *Time*. He has been on the sales staff of *Time* since 1928.

Joins Warman and Hall

Henry L. Barber, former account executive with Addison Vars, Inc., Buffalo, has joined Warman and Hall, advertising agency, also of that city.

Mortimer Lowell Adds to Staff

Edward Hamburger has joined the staff of the Mortimer Lowell Company, New York, as a copy writer. He formerly was advertising manager of the Bulova Watch Company and of the Holeproof Hosiery Company. Most recently he was in charge of direct mail for The Hecht Company, Washington, D. C.

Gill Returns to G-E

F. W. Gill, Jr., has again joined the sales promotion department at Nela Park, Cleveland, of the General Electric Company. He left G-E about eighteen months ago to become co-publisher of the Arlington, N. J., *Observer*.

Buys Ludington "News"

The Ludington, Mich., *Daily News* has been purchased from the estate of G. H. D. Sutherland by J. A. McFarland, of St. Louis. Mr. McFarland has become editor and publisher.

Appoints Branstater-Hammond

Branstater-Hammond, New York, has been appointed to handle the medical advertising of the E. T. Wright Company, Rockland, Mass.

Babies. The sale of this size was accurately checked by our divisional managers and within a short time we then placed a box of Queens (priced at 5 cents) alongside of the box of Babies. We immediately ascertained that the sale of these two sizes far exceeded the sale of any one competitive brand.

Subsequently, the box of Babies was removed from the counter, but the sale of Queens continued to go ahead. However, upon questioning the individual dealers we found that in spite of the fact that the Queen remained on the counter in a prominent position, numerous smokers insisted on the Baby size. This would indicate that we have secured two individual shapes which appeal to two different types of smokers in the 5-cent field. It was also more or less proved that our sales volume would be greatly benefited by the reduction of the Queen to 5 cents.

The question of advertising was the next important factor to consider. The opening advertisement carried with it the caption, "Collect Your 50% Dividend." In the last few years, the declaration of a dividend has been hailed as an almost epoch-making event, and consequently the public interest in such a message was immediately aroused. So appealing was the nature of this campaign, that the sale on the Queen size showed a decided increase almost immediately, while

orders from our branches and distributors throughout the country indicated that there were still many smokers who wanted the smaller shaped cigars. We also employed liberally such dealer helps as window streamers, window displays, outdoor and indoor displays of all types, and also used with a great deal of success large twenty-four-sheets scattered throughout the metropolitan area.

Our fall campaign which begins during the week of September 24 and will run through Christmas will be twice as large as the previous campaign. Most of the characteristic elements of typography and layouts will remain unchanged. The message instead of being "Collect Your 50% Dividend" will read "Garcia Grande Continues Its 50% Dividend." This will convey to the consumer the message that the reduction of the price of the Queen size has become a permanent plank in our merchandising platform, and he is therefore assured of enjoying a quality cigar at a satisfactory price.

A high pitch of enthusiasm permeates our entire organization. Broadsides of new copy are constantly being mailed to salesmen along with sales letters urging them to do their part. The three factors of sales efforts, advertising and quality have all served their purpose to make our campaign a huge success.

* * *

Nostane Products to Loewy

Nostane Products Corporation, Brooklyn, N. Y., has appointed the Loewy Advertising Agency, New York, as advertising counsel. This agency will direct campaigns for the following products of the company: Dr. Browns Tooth Powder, Baby Oil, Food-Lax and Dabon Brushless Shaving Cream. The campaign on Dr. Browns Tooth Powder will be released shortly in various out-of-town papers.

* * *

Joins "Register" and "Tribune"

John W. Moffett, former Eldora, Iowa, publisher, has joined the national advertising department of the Des Moines, Iowa, *Register* and *Tribune*. He formerly was for six years editor and publisher of the Eldora, Iowa, *Herald Ledger*.

E. Katz Appointments

M. J. Flynn, formerly with the New York office of the E. Katz Special Advertising Agency, publishers' representative, has been transferred to take charge of the Katz Philadelphia office. He takes the place of D. E. Duryea, who is on an extended sick leave. J. V. Conger, formerly with the Orange, N. J., *Courier*, has joined the Katz New York sales staff. F. L. Williams, formerly with the Atlanta *Constitution*, has been added to the organization's Atlanta staff.

* * *

Has Grain Malt Account

The American Malting Company, Detroit, grain malt for breweries and distilleries, has appointed the Simons-Michelson Company, of that city, to handle its advertising.

New
Dan
110

and dis-
country
ll many
smaller
employed
as win-
displays,
s of all
a great
ty-four-
ut the

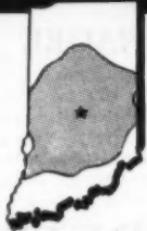
begins
ember 24
ristmas
the pre-
e char-
ography
hanged.
being
"d" will
ues Its
convey
ge that
of the
perma-
nsiding
ore as-
y cigar

m per-
ization.
re con-
lesmen
g them
factors
ing and
ir pur-
a huge

the New
cial Ad-
represent-
to take
a office.
Duryea,
e. J. V.
Orange,
e. Katz
illiams,
stitution,
zation's

"Indianapolis trading area, there is every indication that the volume of business for 1934 will be considerably in excess of that transacted in 1933. With better prices than have been enjoyed heretofore, with crops equal to or greater than those that have been produced in the past, there is has been and will be a greater realization of profits and a greater amount of money available in this area for trade purposes than at any time since the depression began. This is due to the fact that the drought that has

A GOOD MARKET GETS BETTER !



Today, the Indianapolis Radius is outstanding among the nation's markets in favorable sales possibilities. Every survey gives indication of only slight drought damage . . . and of greater buying power than this rich, compact central Indiana market has enjoyed in a number of years.

Constantly improving economic conditions . . . plus the effective and economical one-paper coverage of The News . . . makes the Indianapolis Radius well worth intensive selling effort NOW!

AVERAGE CIRCULATION 8 MONTHS 1934 — 145,604

THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York:
Dan A. Carroll
110 East 42nd Street

Chicago:
J. E. Lutz
180 N. Michigan Ave.

3,0
An
ANNOUNCING

THE APPOINTMENT

of

FRED LEWIS

as

BUSINESS MANAGER

of

PICTORIAL REVIEW
MAGAZINE

PICTORIAL REVIEW PATTERNS
EXCELLA PATTERNS

*Mr. Lewis has been elected Vice-President
and Treasurer of the Laurelton Corporation*

3,000 Dealers in Sales Drive

Armstrong Cork Gets Nation-Wide Retail Backing in Fall Consumer Contest

By Ralph Winslow

Armstrong Cork Company, Lancaster, Pa.

THE Armstrong Cork Company this month is launching a nation-wide promotion on Quaker Rugs. It is based on the simple principle that if customers can be led into its retailers' stores there is a pretty good chance that they will become interested to the buying point in bright and cheerful floor coverings.

The mechanism devised to bring about this happy result is, as one might expect, a contest. Because of the completeness of the tie-up with retailers it promises to surpass even the Blue Ribbon campaign which was so successful last year.

This year's promotion centers around five rugs which have been designated as All-American patterns. Rugs selected for this group were picked with a judicious eye toward style and sales trends. Patterns also are sufficiently varied—ranging from floral designs to a modernistic rug—to meet a rather wide range of individual preference.

A first prize of \$1,000 and 102 other cash prizes are being offered for the photograph of the prettiest room with one of the All-American Rugs on the floor. In addition to the cash prizes, every person sending in a photograph will receive a box of corks prepared for the contest, including sizes for nearly every household purpose—for extract bottles, vials, jugs and other containers that need new stoppers. In selecting the "consolation" prizes, the company was careful to choose an item not sold in the stores, thus avoiding any possible kick-back from merchants.

Opening announcements of the contest were scheduled to appear in magazines with large circulations beginning September 9. Full-page color advertisements will be

used during the fall season. The magazine pages, with the headline "A Photograph Like This May Win \$1,000," feature the five rug patterns and invite persons who wish to enter the contest to visit their local dealer for further details.

Thus the customer must visit the dealer to get complete information. And she must purchase a rug in order to be eligible. Her next step is to take a photograph of the room in her home in which the rug has been placed, after which she takes the picture to the store, has it endorsed, and mails it to the manufacturer. Naturally, in order to make the contest perfectly fair, all professional photographers are barred as are Armstrong and store employees. The attractiveness of the room and not the photographic excellence of the picture is to be the basis on which awards are to be made.

Kodak Dealers Asked to Tie-in with Contest

The Armstrong Bureau of Interior Decoration is to be the sole judge of the merit of the photographs submitted in the contest, which closes November 30, 1934. An interesting sidelight on the contest is the article appearing in the September issue of the "Kodak Salesman," published by the Eastman Kodak Company, in which Eastman urges its dealers to cash in on the contest by featuring films suitable for making the interior shots required for the contest.

Persons who enter the competition must visit the dealer's store twice. As a result of this, to date approximately 3,000 retailers have requested promotion material for co-operative campaigns, nearly 500,000 folders giving the rules of

the contest have been distributed to merchants upon request and orders are being received daily from other stores for campaign material.

Complete portfolios outlining every phase of the promotion were placed in the hands of the salesmen of the company's wholesalers, as well as its own direct sales force, well in advance of the contest opening.

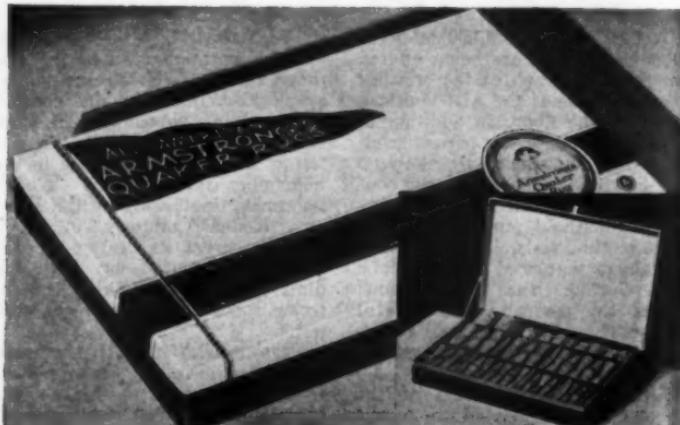
Among the promotional activities suggested for retailers are local newspaper advertisements to tie-in with the national contest, window and departmental displays of the five All-American Quaker Rugs, display cards, window streamers, pennants to use on the actual rugs, cutout displays which can be used as a group or singly, Quaker Girl costumes for elevator girls and girl clerks in home furnishings departments, lapel pennants for the entire store personnel bearing the message, "Ask Me How to Win \$1,000 Prize," and a number of publicity stunts to focus attention on Quaker Rugs during the period of the contest.

An example of the way in which wholesalers and retailers are cooperating is furnished by the local campaign planned in Nashville, Tenn. Here the Armstrong wholesaler and twenty-five dealers are using an eight-page newspaper sec-

tion as their opening shot. Windows in all stores were blanked out for one day prior to the showing of the five rugs. Through a hook-up with a local theater, a lobby display of the rugs was secured. In addition to a screen trailer plugging the contest, a local radio star was engaged to appear on the stage in Quaker Girl costume during a four-day period. In the stores themselves the rugs were to be given the spotlight and if there aren't a lot of photographs submitted from Nashville it won't be because the dealers in that section didn't put their shoulders to the wheel.

If last year's campaign is any criterion, patterns other than those selected for the contest also will receive a decided sales impetus. In that campaign four rugs were selected as Blue Ribbon Winners by ballots distributed through stores and other channels, asking women to give their preference, as to style, pattern, border treatment, and color.

While these four rugs naturally were sales leaders for the year, dealers reported that other rugs in the line benefited, since traffic in the floor coverings departments was greatly increased by the promotion and in many cases the prospects were traded up to more expensive types of floor coverings.



Everyone who competes receives this box of corks, including sizes for almost every household use

25 per cent more New York
City men paying over \$30 for their
suits are reached in their homes
per advertising dollar by The New
York Times than by any other
newspaper.

**Revealed by figures from
the Polk Consumer Census**

Green U. S. Signal for Radio

Message from President and Others to Broadcasters' Convention
Brings Cheer to All Business

By Bernard A. Grimes

*Telegraph from
PRINTERS' INK Headquarters
Cincinnati, Sept. 18.*

THE Roosevelt Administration, it seems, is perfectly willing after all to talk cold turkey with any responsible and reputable element of the country's business and tell it just what it can and cannot do under the New Deal.

This was strikingly demonstrated at the twelfth annual convention of the National Association of Broadcasters which met here yesterday and which expects to conclude its deliberations tomorrow (Wednesday).

For sometime broadcasters have worried themselves sick over the threat of Government censorship. Fragments of news filtering out of Washington from time to time have caused them to believe or rather to fear that they were about to lose their constitutional guarantees of free speech. Other threats or imaginary threats loomed big. They were handicapped, as all business is handicapped, when it has to guess as to its privileges—how far it may go in this way or in that.

But now radio knows. As long as it is decent it can go ahead with confidence and with definite knowledge of how the aforesaid constitutional privileges are interpreted by the Government.

The clean-cut pronouncements which thus reassure radio and remove all doubts and fears from the minds of broadcasters came to this convention from these three officers of the Government who are fully entitled to speak with authority:

The President of the United States himself.

Hampson Gary, Federal Communications Commissioner.

Ewin L. Davis, vice-chairman

of the Federal Trade Commission.

The three conveyed the unmistakable impression that Governmental regulation of business and whip-cracking over its goings and comings are going to be kept at the absolute irreducible minimum.

All of which, in the humble judgment of your correspondent, is just about the most cheerful message American business has had in many a moon. For, if the Government is thus able and willing to get right down to the grass roots with the radio business, it will obviously do the same thing with other elements in the commercial structure if given an opportunity.

Broadcasters and all who attended the convention will leave this town tomorrow night with the settled conviction, to quote somebody or other, that "God reigns and the Government in Washington still lives." They have been cheered mightily, their course has been accurately set and it is now up to them to proceed in strict accordance with the specifications that have been set down in black and white. If, hereafter, they stray from the road that is called straight, they will have nobody to blame but themselves; they cannot plead ignorance.

First, the message from President Roosevelt which came in the form of a letter to Alfred J. McCosker, president of the association. Wrote the President:

The co-operation given by your members in these discussions, over the past twelve months, has given me great faith in the American system of broadcasting. I know, as you must, that the American system of broadcasting is a regulatory system and by its every fundamental principle relegates the thought of censorship to the background of the minds of everyone

who really knows and appreciates your policies and daily problems. The American system of broadcasting assures an equality of freedom similar to that freedom which has been and is the keystone of the American press.

I am not unmindful of another benefit which radio gives all the people and to all classes of business. That is a stimulation of buying power and its assistance to commerce generally.

I know this convention will carry forward another year of successful achievement and assure you that you have my good wishes and those of the entire country.

And then came Mr. Gary. He is a member of the new Communications Commission to which, at the specific request of the President, Congress this year transferred all powers over radio previously vested in the Federal Trade Commission. The new Commission continues to be besieged for legislation that would bring broadcasting under still further Federal control and seriously restrict the industry's transmitting and program freedom. Commissioner Gary vigorously combatted the idea that the Commission plans to exercise any censorship.

"We of the Communications Commission under the law have no power of censorship over radio," he said, "and we desire none. Radio should be maintained as a free American enterprise."

While Commissioner Gary highly complimented broadcasters on having accomplished a good job up to date, he expressed the hope that they would be the first to admit that there is much room for improvement.

"Regulation may come," he admitted, "but it will be to bar from wave lengths the vicious, indecent and profane. And this of course is not an exercise of censorship.

"We hear often today the word censorship, of an alleged threatened interference in the freedom of speech, the press and the air. Is there an American, familiar with our history and traditions and with the provisions of the Constitution of the United States, who truly be-

lieves his Government desires, or would attempt, such a preposterous thing? The question answers itself. Certainly it is not censorship to bar from the wave lengths the vicious, the indecent, the profane. The law compels this be done.

"In the proper employment of radio facilities, the United States Court of Appeals for the District of Columbia has held that one may not demand, as of right, the continued use of an instrumentality of interstate commerce for strictures upon character, for the criticism of religious practices, for the satisfaction of personal malice, or to indulge in slander, which opinion the Supreme Court of the United States, on *certiorari*, refused to disturb, thus, in effect, leaving this the law of the land.

"This doctrine accords with the familiar and fundamental principle that free speech does not include unrestricted license. The broad rule governing matters of this kind is, of course, to be found in the legislative yardstick 'public convenience, interest or necessity.' The Supreme Court, in construing these words, has said that the standard set up is not so indefinite as to confer unlimited power, that 'the requirement is to be interpreted by its context, by the nature of radio transmission and reception, and by the scope, character and quality of services.'

Past Conduct of Licensees

"In considering whether public interest will be served by the renewal of a license, the courts have held the Commission has not erred in taking into consideration the past conduct of licensees. This, the courts have said, is not censorship. The rule 'By their fruits ye shall know them' may sometimes seem harsh in its application, but we must visualize the wide-spread damage that would follow uncontrolled abuse of the air—by even a single station—broadcasting, let us say, false, misleading and fraudulent advertising. And there could be abuses graver than this.

"Insofar as the broadcasting of obscene, indecent or profane language is concerned, the courts have, of course, sustained as constitu-

tional this statutory provision. Regulation such as this is not censorship.

"These decisions do not restrict—on the contrary they safeguard—our constitutional guarantees. So much, then, as to license, never a part of free speech.

The Listener Comes First in Radio

"Let me assure you. Nothing revolutionary is in view. Naturally, we shall bend every effort to improve the existing set-up for the benefit of the public's reception and for your benefit. We recognize, of course, that there must be a sound economic as well as technical basis for the broadcasting structure. But the technical basis must not be disturbed if it will seriously affect adequate service to the listener. The listener comes first—and especially the remote listener on the farms and in the villages whose happy existence is so definitely bound up with radio entertainment and education."

After having digested the sentiments of President Roosevelt and Commissioner Gary, which they heard yesterday, the broadcasters today (Tuesday) heard from Federal Trade Commissioner Davis. Mr. Davis discussed the procedure of the Federal Trade Commission in issuing cease and desist orders against fraudulent advertising. Censorship, he emphatically declared, is the last thing of which the Commission is thinking.

"All of the reputable newspapers and magazines," he said, "have given their hearty co-operation to the Commission in its efforts to prevent false advertising in their publications, and associations of advertisers, advertising agents and publishers have adopted resolutions in recent years including the present year, condemning false advertising.

"However, there is always a percentage of the people who will not observe fair methods of competition unless forced to do so by the strong arm of the law. Because of this, the Commission must continually exercise its authority against advertisers who resort to false adver-

tising, advertising agents who write, encourage and place for publication such advertising, and publishers who continue to publish advertising copy containing false or misleading representations, and such broadcasting stations as may permit such violations.

"Ethical advertisers—and they include the great majority—require little or no regulation. Their own self-respect and regard for the proprieties prompt them to tell the truth. However, among our vast population, there will probably always be some unscrupulous advertisers, and unless curbed by some authority, they are apt to trespass upon truth and decency.

"Not a small part of the mischief lies in the fact that unrestrained, dishonest advertisers have in times past set a pace of gross exaggeration, if not outright falsification, which the advertising agents of more ethical houses felt necessary to follow to some degree, at least, in order to get, or hold, business.

An Increasing Demand for Clean Advertising

"Naturally, there were complaints that the Commission was not giving proper attention to radio advertising, and even charges of discrimination have been made. Furthermore, there has not only been an increasing demand on the part of the general public for clean advertising, but publishers, associations, advertising associations and many trade associations themselves have recently demanded a clean-up along advertising lines, as heretofore indicated. Generally speaking, the resolutions adopted by these organizations go as far as the Federal Trade Commission does against false and dishonest advertising.

"As a matter of fact, the Federal Government is under a higher duty to keep radio broadcasts free from unlawful advertising than perhaps any other form of advertising. No broadcasting station can operate without a license from the Federal Government to do so. Aside from the fact that such licensees are given without cost very



"But Where's The Trademark?"

Walking shoes, hiking boots, evening slippers, beach sneakers, golf spikers, rain galoshes, tennis grippers, bedroom lazies! Los Angeles Times' readers wear 'em all—and buy 'em all by *trademark*—rather than by any salesman's say-so.

This situation is a result of decades of concentration by shoe advertisers in the Los Angeles Times, thereby reaching the largest home audience in Southern California. Since baby-shoe days Times' readers have been educated to firm belief in the trustworthiness of advertised trademarks. That shoe advertisers, as well as others, weigh the value of this potent, extra selling force is shown by Media Records latest figures—nearly twice as much shoe advertising in the Los Angeles Times as in all four other Los Angeles papers *combined!*

LOS ANGELES TIMES

Williams, Lawrence & Cramer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Calif.

valuable and much sought privileges, the Government certainly cannot afford to be placed in the attitude of licensing stations to violate the law or permit others to do so.

"The statutory basis for granting a broadcasting license is 'public convenience, necessity or interest.' In other words, the station is authorized to render a public service. The only justification for radio advertising is that the station or system may be maintained financially for the purpose of rendering a greater public service."

Henry A. Bellows, chairman of the association's legislative committee, warned the members that another Tugwell Bill for regulating advertising and merchandising of foods, drugs and cosmetics would most certainly come before Congress at the next session and that it would be much more drastic than the one which died a natural and lingering death last winter.

Mr. Bellows expressed the belief that the biggest fight broadcasters have ever had lies just ahead. His reasons for the statement lie in the fact that the industry escaped severe restrictive legislation last session because President Roosevelt had recommended that such legislation be deferred until the coming winter.

Senator Dill, author of the Dill Radio Bill, which was enacted this year, challenged broadcasters to take steps to secure what he termed "the fullest freedom in the broadcasting of news."

It seemed to the Senator that the agreement signed by the networks and the press associations several months ago surrendered what he rhetorically called the "birthright of broadcasting." He made the somewhat remarkable prediction that either the present associations must change the terms of this agreement so that stations can give up-to-the-minute news for longer periods of time or the stations will find means of telling news entirely independent of present associations.

Today (Tuesday) Arthur D. Church, of the Midland Broadcasting Company, chairman of the Commerce Committee, presented some resolutions which, it was ex-

pected, would be acted upon Wednesday.

One resolution asks for the appointment of a committee to report on the feasibility of an organization which would function for radio similar to the services performed by the A.B.C.

Another resolution recommended that all broadcasting stations use Standard Time exclusively, to the discontinuance of Daylight Saving Time.

It seems that broadcasters, the same as newspaper publishers, have their troubles with the demands for merchandising co-operation, made by their advertisers. There was submitted a resolution recognizing the importance of merchandising work in stimulating the use of radio as an advertising medium by holding that such co-operation should be consistent with good business practice. Since the requirements of advertisers are not uniform, the resolution recommended that merchandising co-operation be limited to activities that do not cause additional expense to the station. Any special charges that should be incurred, the resolution set forth, should be paid by the advertiser.

* * *

When the business of the convention turned to the election of officers, the announcements of the nominating committee were followed by a motion from the floor by E. B. Craney, KGTK, Butte, for an adjournment of a half hour for the submission of names of other candidates.

At the end of that period, the election was held and the only offices contested were those of president and directors.

The name of H. K. Carpenter, Radio Air Service Corporation, Cleveland, was submitted as a candidate for president. The nominating committee offered the name of J. Truman Ward, WLAC, Nashville. Mr. Ward was elected.

Elected first vice-president was Lamkin Kay, WSB, Atlanta; second vice-president, Charles Meyers, KOIN, Portland, Oreg., and re-elected treasurer was Isaac D. Levy, WCAU, Philadelphia.

Converter Goes to Retailer in Style Campaign

Color and Fashion Data Basis of This Trade Advertising

Based on an Interview by Merle Higley with

R. E. Binger

Vice-President, Allied Kid Company

WHEN a converter of a basic commodity launches an extensive campaign in a trade publication that is directed at the retailer, the reasons for this new type of advertising, the policies that governed the campaign, the results achieved, are merchandising news.

In May, 1933, the Allied Kid Company, an organization of three independent tanners—McNeely & Company, Standard Kid Company and Quaker City Morocco Company—added a new member to the group, the New Castle Leather Company. The following September, the company inaugurated weekly, full-page ads, captioned "Facts and Forecasts," featuring color information "timed" to help the retail store shoe buyer plan his purchases intelligently on the basis of fashion trends and consumer demand, together with sales promotion suggestions which could help him move his stocks on hand. This campaign with a 200 per cent increase in budget was an expansion of the regular trade advertising directed chiefly at the shoe manufacturer, announcing new color lines, changes of prices and new materials. It was the natural evolution of the promotional activities carried on before the merger by both Allied Kid and New Castle Leather individually.

How best to combine, co-ordinate and capitalize on the fashion-merchandising efforts which had been developed individually and competitively by these two companies was one of the problems created by the merger.

"Both companies," says R. E. Binger, vice-president of Allied Kid, "had evolved the idea of selling

their product to the point nearest the consumer. For about seven years, both companies had used the services of women with special fashion and merchandising experience to advise them as to color trends. These executives also made frequent promotional trips, contacting the retailer, obtaining data as to sectional style variations and selling problems and giving fashion talks to store staffs. They also advised with shoe buyers about their problems of stock maintenance, turnover and profit, and publicized the distinctive features of their special brands.

Quarterly Style Bulletin, Another Service

"An additional exclusive service was a quarterly style bulletin, 'News from New Castle,' which supplied the shoe retailer with color forecasts, fashion advice and sales promotion helps on how and when to sell these colors. The company officials decided that this personal contact promotional work carried on all over the country could best be conserved and supported by a new type of advertising directed at the trade.

"We needed to publicize widely the name of the company and its constituent divisions which retained their brand identities and product specialties for which each one of the companies had been well known in the industry. This introductory story was followed up with separate full-page ads featuring the products of each division, stressing the idea with the retailer that almost any shoe made, in every price-line group would be made from the leather line now made

WOMEN?



gav Armstrong the best results?

of the women who sent inquiries subsequently bought Armstrong's Linoleum Floors.
The women who bought Armstrong's Floors paid an average of \$55.45 apiece for them.

Every woman who sent an inquiry there were 4½ intelligent women who heard the Armstrong story by word-of-mouth, and 1 out of every 27 also bought Armstrong's Floors as a direct result.

Summing up, Armstrong can reasonably account for 61 sales of \$55.45 each for every 100 Literary and Artistic inquiries of this character received.

EXECUTIVES
of the executives who sent inquiries subsequently
to the dealer whose name was furnished.

of the executives who sent inquiries subsequently bought Armstrong's Linoleum Floors. The executives who bought Armstrong's Floors paid an average of \$135.23 for them.

every executive who sent an inquiry, there were approximately 3 friends or associates who heard the Armstrong story by word-of-mouth, and 1 out of every six bought Armstrong's Linoleum Floors as a test result.

Surveys give fun
the Digest's al
ollars-and-c

inquiries subsequently was furnished.



5 To sum up, Armstrong can reasonably account for 84 actual sales of \$135.23 each for every 100 Literary Digest inquiries of this character received.

From these results it is apparent that Armstrong received as good results from women as from men in The Digest audience, and that The Digest will produce results whether your product sells to men or women, executives or housewives.

These Armstrong results, and the verified results shown by Gem Razors, Davis Mackerel, Transatlantic Travel, Mongol Pencils, Ful-Vue Frames, Wright Arch Preserver Shoes, Lane Bryant Clothes for Women, and many others, are not exclusive. You can have them at low cost—now or in 1935—by advertising in *The Literary Digest*, 354 Fourth Avenue, N. Y.

**ADVERTISING MONEY GOES
A LONG, LONG WAY IN**



THE LITERARY DIGEST

available through a single market resource. Next, we branched out into the use of original shoe designs in order to illustrate to the shoe buyer how he could most advantageously specify the materials and colors we had to offer, when he detailed his manufacturing orders.

"Trade response to this campaign has been most gratifying. Not only the shoe retailer to whom the advertising was primarily directed, but the shoe manufacturer himself took notice. Six or seven years ago, when New Castle initiated its fashion-merchandising bulletin, many shoe manufacturers resented this promotional activity. They said we went over their heads to their customers. Our answer was that the shoe retailer—except in the case of large department stores and chain outfits—was in a pretty precarious situation, because his choice of shoe colors and styles spelled success or ruin to his business each new season.

"If we could give the retailer unbiased advice based on authentic fashion trends and forecasts—as to

the styling, buying and selling of shoes—we would help him improve his business by reducing markdowns and losses due to bad 'buys,' and increase his volume and stock turns. Naturally, we hoped that he would attain this security and success by specifying our materials to his manufacturers.

"In this present campaign in which we have used original shoe designs to illustrate the proper use of Allied Kid materials, we have had a definite, favorable reaction from a great many shoe manufacturers, evidenced not only in requests for permission to use designs in whole or in part that appeared in our advertisements, but also by requests for the names of the designers. Whether, at present, we can trace new business to the merchandising interest aroused by this new type of advertising, would be difficult to say. Our combined sales staffs have already contacted and sold—one or more seasons at least—practically every shoe manufacturer. The reaction of our salesmen to this advertising demonstrates that it is a real selling help and a tremendous asset in obtaining preferential attention for our products."

The first problem was to differentiate the existing trade advertising of each division of the new company, so that it could dramatize the distinctive merchandising assets of each brand to the shoe manufacturer and retailer. For years these had been advertised in a routine way in monthly trade publications. Analyzing the different lines from the combined viewpoint of fashion experience plus her knowledge of the shoe-fashion demands of women con-

FACTS AND FORECASTS

The Place of Black

BLACK

ALLIED KID COMPANY
McNeil • New Castle • Quaker City • Standard

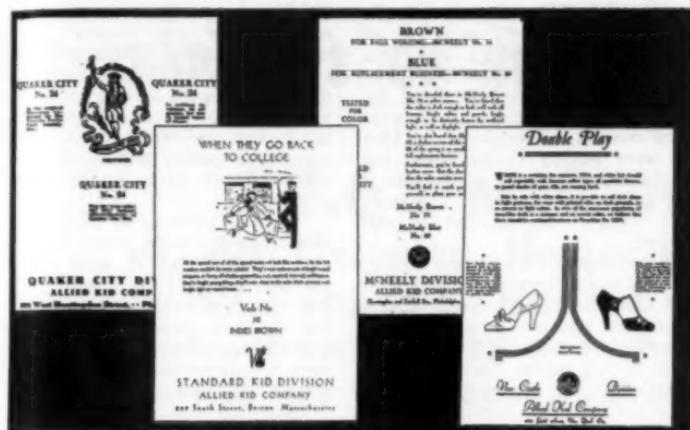
*
Presenting valuable style information for the shoe retailer

elling of
improve
and 'buys,'
and stock
oped that
rity and
aterials

aign in
nal shoe
oper use
we have
reaction
nanufac-
tury in
use de-
art that
ents, but
ames of
at pres-
siness to
aroused
vertising.
y. Our
already
or more
ly every
reaction
vertising
real sell-
tremendous
obtaining
tention
s."

lem was
the ex-
vertising
n of the
so that
tize the
chandise
ch brand
manufac-
er. For
ad been
routine
ly trade
analyzing
es from
viewpoint
perience
edge of
ion de-
men con-

ble style
the shoe



Quaker City

Standard

McNeely

New Castle

sumers and the changing needs of shoe retailer and manufacturer, Miss Elizabeth Ambrose, advertising manager, grouped the distinctive sales promotion characteristics of each brand as follows (a special type, layout and copy policy was adopted for each, as shown above, to visualize these differences):

Brand	Special Character	New Type of Advertising
Quaker City	Staple. Reliable quality. Black and brown only. Extensive men's business.	Bold type face. Institutional copy.
Standard	Wide color range. Suedes, linings, embossed leathers, glazed kids. Big business sub-deb shoes.	Smart, modern type. Snappy, humorous copy. New Yorkerish illustrations.
McNeely	Staple quality. Style colors.	Modern, fashion-editorial type. Timely style copy plus quality selling.
New Castle	Style and quality leader.	(Continuation of New Castle's policy when independent.) Smart, feminine, special type. Fashion forecast and merchandising copy and illustrations.

In addition to the above four distinct type faces, a fifth was employed for institutional advertising that was run on Allied Kid.

balance of the year's campaign featured fashion in weekly news heads: "Extra-Watch Repeal Fashion," "The Biggest Blue Season

in Years," "The Return of the Afternoon Shoe," "Two Kinds of Travel Shoes," and so on. This series, which is still running, is illustrated with original shoe designs—sometimes tied-up with costume croquis. Reprints of the first ad were mailed to an initial list of 450 names. Additional requests for copies have already increased this weekly mailing list to 600 names.

Traveling in Canada last spring, the sales manager for the Standard Division found so many manufacturers constantly using these ads that he assembled a complete new list of names for that territory, insisting at the same time that they receive regularly copies of the weekly reprints.

A Northwestern shoe retailer wrote: "We enjoy your Facts and Forecasts. We believe they contain a great deal of valuable information." And many buyers are putting them to work in their stores—basing their stock plans and merchandising programs on their forecasts, asking for extra copies to use in training their salespeople in the fashion-selling points of the new fall merchandise and even using copy information and layout ideas in their store advertising.

Commenting on the evolution of fashion-merchandising and its important place in distribution today, Miss Rhea Nichols, stylist and fashion analyst, says: "In the five or six years I have been contacting consumers, retailers and manufacturers, there has been a tremendous development in consumer knowledge of shoe colors and fashions. Today, women are demanding the newest fashions and the same smart colors in the \$2.95 shoe as in the

\$12.50 shoe. Both tanner and manufacturer who expect to remain in business and maintain a steady volume at a profit are obliged to regard styling and fashion promotion as an integral element—just as necessary to sales success as quality and integrity of product—both being indispensable elements.

"Even as recently as 1928, many shoe retailers were prone to concentrate their buying with a few manufacturers, season after season. Some manufacturers, in making up their new lines, came to count regularly on receiving a certain percentage of these retailers' new seasons' 'buys.'

"But this pleasantly stable situation has been changed radically in the last three years by the demands of women-consumers who have become fashion-wise in ever-increasing numbers, requiring colors and styles these retailers could not buy in many cases from their habitual market resources. Since these women were customers whose patronage was important to the retailer, he began to hunt for new manufacturing sources. And certain manufacturers, alert to these significant trends in women's buying demands, studied their wants and the needs of the retailer.

"The result has been to intensify competition, increase creativity and ingenuity in design and to improve style standards in all price-line groups. Unquestionably, our weekly fashion ads have been timed exactly right to exert a stabilizing influence during this evolutionary period in shoe merchandising and have exercised a sound, practical, and authoritative fashion leadership much needed and eagerly followed."



Heads Lloyd Sales

Clyde B. Dalrymple has been appointed sales manager of the Lloyd Manufacturing Company, Menominee, Mich., succeeding his late twin brother, Claude M. Dalrymple. The new sales manager for the last several years has been in charge of sales of the Haywood-Wakefield Company. As sales manager of Lloyd, Mr. Dalrymple also assumes the duties of sales promotion formerly handled by W. F. Doyle, resigned.

New Camel Program

Camel Caravan, featuring Walter O'Keefe as master-of-ceremonies, is a new series of half-hour programs to be broadcast twice a week over a network of eighty-eight stations beginning October 2. Sponsored by the R. J. Reynolds Company, maker of Camel cigarettes, the program will be heard every Tuesday from 10 to 10:30 p.m., EST, and each Thursday from 9 to 9:30 p.m. EST.

iner and
ct to re-
ntain a
rofit are
and fash-
gral ele-
to sales
egrity of
spensable

28, many
to con-
h a few
fter sea-
in makin-
came to
eiving a
hese re-
s.

ble situ-
dically in
demands
have be-
-increas-
lors and
not buy
habitu-
e these
ose pat-
the re-
for new
And cer-
to these
en's buy-
ir wants
er.

o inten-
creative-
sign and
s in all
tionally,
ave been
t a stab-
his evo-
merchan-
a sound,
re fash-
ed and

Walter
ies, is a
ms to be
network
ning Oc-
Reynolds
cigarettes,
ry Tues-
EST, and
:30 p.m.

THE SUNPAPERS GO HOME . . .

**87.6 Per Cent
of All Occupied Houses on
Forty Sunpaper Routes of
Suburban Baltimore Are
Served by Sunpaper Carriers**

BALTIMOREANS have certain well defined preferences. For one thing, they want The Sunpapers delivered by Carrier. And this preference is as pronounced among residents of suburban Baltimore.

On forty Sunpaper routes of suburban Baltimore there are 39,247 occupied houses. Sunpaper Carriers serve 34,375, or 87.6 per cent of them. It is to the homes of these high-purchasing-power sections that Baltimore merchants look for a large part of their trade.

Such thorough coverage of suburban Baltimore is but typical of the reader interest in The Sunpapers throughout the city and adjacent territory. It emphasizes what most advertisers already know: Baltimoreans are most readily reached through The Sunpapers—morning, evening and Sunday.

THE SUNPAPERS IN AUGUST DAILY (M & E) 272,103

**THE
MORNING**



EVENING

**SUN
SUNDAY**

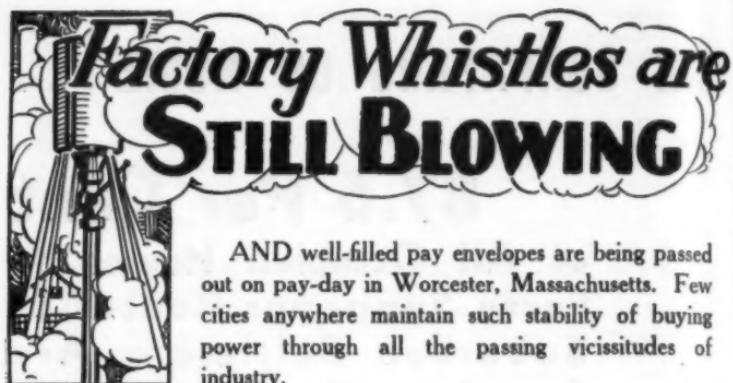
New York: John B. Woodward, Inc.

Detroit: Jos. R. Seelar

Atlanta: Garner & Grant

Chicago: Guy S. Osborn, Inc.

St. Louis: C. A. Cour



AND well-filled pay envelopes are being passed out on pay-day in Worcester, Massachusetts. Few cities anywhere maintain such stability of buying power through all the passing vicissitudes of industry.

Sure—we had a textile strike in Worcester! But pickets in front of textile shops had no effect on factories turning out machine tools, abrasive wheels, skates, trolley cars, firearms, valentines, vacuum cleaners, boilers, wrenches, airplane parts and other products for which Worcester is famous.

Worcester county manufactures more than 3,000 different products. No one industry produces so much as six per cent of Worcester county manufactures. Built on this immense diversification of industries, Worcester's wealth is stable, Worcester's buying power dependable.

The entire Worcester Market, city and suburban, concentrating a population of 433,287 within an average 18-mile radius, is adequately and economically covered through these newspapers alone.

TOTAL AVERAGE NET PAID DAILY CIRCULATION

MORE THAN 100,000 FOR OVER 7 YEARS

THE TELEGRAM-GAZETTE

Worcester, Massachusetts
GEORGE F. BOOTH, Publisher

Paul Block and Associates, National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

Battle of the Fuels

Gas and Coal Have Merry Advertising Fight in Chicago and Public Is Confused

By P. H. Erbes, Jr.

A BATTLE of testimonials which seems to involve an all-time high in knocking copy has broken out along the Chicago front in recent weeks. It is a new engagement, an adding, as it were, of fuel to the fire of bitterly competitive advertising warfare which the gas and coal interests of that city have been waging, with one brief armistice, for over a year.

Here is how a couple of typical current skirmishes look to the householder in the No Man's Land between the barrages of the combatants:

He opens his newspaper and comes to a large advertisement of the Peoples Gas Light & Coke Company. It involves the sentiments of one, E. A. Weise, who states: "Naturally Gas heat means a lot to me. . ." Mr. Weise is a piano tuner and goes on to assert that he can work pleasantly at his craft in his basement because there is "no soot, no dirt, no dust . . . no shoveling and hauling of ashes."

Then in the same issue there is an advertisement of the Chicago Coal Merchants Association which embodies, it seems to this war correspondent crouched in a strategic shellhole (who is this guy Floyd Gibbons?), an entirely new weapon of advertising combat—the reverse testimonial. The term is arbitrary—perhaps "non-testimonial" would be a good name. It designates a testimonial quotation of a consumer letter which proclaims, not eulogy of the advertiser's own product, but contempt of the competing one. Thus:

"I had gas heat installed and we spent a miserable winter," Mrs. A. Underwood is quoted in the Coal Merchants' copy. Gas heat, according to this lady, is too expensive and, with coal heat, *her* basement is always warm and comfortable.

Last week brought these two

rounds of fire from the respective front lines:

"Gas Heat has been a money-saver all the way around," reports Dante R. Barone in a gas advertisement. There's no dirt and dust to seep into rugs, soil drapes, smudge walls and woodwork, he adds.

"Gas costs twice as much as coke," retorts Emil Marousek in a coal advertisement of the same date. He cites figures to prove it. And he says there is no dust or dirt with coke.

Part of a Long Mud-Slinging Struggle

These latest volleys represent refinements in technique of the fuel warfare, but in the broader sense they are merely incidents in a protracted mud-slinging struggle. Seemingly no bitter, derogatory word has been spared. Spade after spade has been designated by the forthright noun for that implement. In fact, the gas people have indicated that a coal shovel is a damned nuisance. And a gas heating plant has been called an extravagant folly.

The whole sorry affair is perhaps the best example to date of the unreasoning lengths of retaliatory vituperation to which a knocking policy, like the proverbial snowball, inevitably proceeds. Hence it should be both interesting and instructive to trace the history of the feud and examine the consequences of it.

Early last summer a co-operative advertising campaign on the advantages of gas heat was initiated by the Peoples Gas Light & Coke Company, the Public Service Company of Northern Illinois and the Western United Gas and Electric Company, whose respective territories cover a larger portion of Northern Illinois. A natural gas



Gas heat takes a shot at furnace worries

pipe line had recently been run into the area which made lower rates possible and therefore rendered home heating by gas a much more feasible proposition than previously. The new program was designed to build a load for the new capacity by urging the home owner to use gas for heating.

The campaign was planned on a large scale. The appropriation, it was reported at the time, was \$1,500,000. The day seldom passes when there is not an advertisement in at least one Chicago newspaper. All of them are on the list, as is every publication of any standing, including weeklies, in the entire area. And the advertisements employ large space. Radio has also been used.

As the gas campaign proceeded, some of the statements began to get under the skin of the coal companies and retorts began to appear in copy of the Chicago Coal Merchants Association.

The oil heat people sensed similar references with respect to their mode of heating, and some of the individual distributors put in a sharp word or two. The oil burner participation was not a major one, since it was an unorganized effort, but it did include one swipe.

"Have you," inquired an advertisement of a dealer for General Electric burners, in bold headline type spread over a full page, "a white elephant in your basement?" The reference, of course, was to gas heating plants.

The Chicago Better Business Bureau had been watching these wholesale deliveries of mud on the doorsteps of the respective competitors. Kenneth Barnard, its manager, felt very strongly that the mounting blaze of reprisals was such as not only to paralyze advertising so far as the advertisers themselves were concerned, but to confuse the public. Consequently, upon the Bureau's initiative, a meeting of the conflicting interests was called.

The warriors got together with surprising willingness and enthusiasm. There emerged an agreement that each interest should constructively advertise the good points of its own fuel and not destructively stress the weak points of competitive fuels. Moreover, the Bureau was authorized to act as the final judge of what constituted fair statements, each party agreeing to submit copy prior to publication for revision and correction by the Bureau.

Everything went along fine for a while. "During this period," the Bureau reported, "the public received the benefit of confidence-building constructive advertising copy." But this situation did not last for long.

The gas people grew restive, felt their copy was "emasculated" under the Bureau's editing. It was their position that the one big argument for gas heat is convenience and that their strongest sales arguments must deal with the inconvenience which gas heating overcomes.

At another meeting, the gas representatives announced their intention of being fair in their advertising, but, at the same time, a distinct unwillingness to have the Bureau function as the judge. The session concluded with the understanding that the agreement was abrogated and that the "war" would resume.

It did. Presently there appeared

n adver-
General
page, "a
segment?"
, was to

Business
ng these
d on the
ve com-
ard, its
gly that
reprisals
paralyze
e adver-
concerned,
c. Con-
u's initia-
conflicting

her with
enthusi-
agreement
construction
points of
structively
competi-
Bureau
the final
ed fair
eeting to
ublication
n by the

ine for
od," the
blic re-
didence
vertising
did not

ive, felt
"under
as their
rgument
ence and
gments
venience
es.

the gas
their in-
their ad-
time, a
ave the
ge. The
under-
ent was
"war"

appeared

CIRCULATION?

Moving Up

In August, the Sunday circulation of the Free Press moved up to a point 54,755 ahead of a year ago. Daily circulation was up 36,994.

Not only is the circulation of the Free Press forging steadily ahead numerically, but of even greater importance is the fact that the RATE OF INCREASE over 1933 is also upward, moving ahead from an increase of 5% in January to 30% in August.

Three-fourths home delivered . . . two-thirds concentrated in the homes that do four-fifths of Detroit's buying . . . an editorial influence that creates more reader-response than any other standard size newspaper in America, Free Press circulation is unsurpassed as a power-to-do in making sales in America's Fourth Market.

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1934

VERREE & CONKLIN, Inc., National Representatives

The Coal Merchants Association has its weapons, too

gas advertisements under such headings as "Why Be a Furnace Slave," and "End This Drudgery—Heat with Gas" (not to be construed as an invitation to suicide). Copy spoke of "back-breaking coal shoveling," "anxious waiting for heat to come up," "dirty ashes."

If this was the gas people's idea of following an intention to be fair—which position was apparently taken in all sincerity—it most certainly did not meet up with the coal dealers' conceptions of that adjective. The Coal Merchants Association proceeded, as it had promised, to "defend itself" vigorously should any copy be started which it considered derogatory.

And so, for example, came an advertisement in which you see a photograph of a husband saying to wife "Mary, which do you want—new clothes or gas heat?" "Don't Be Ridiculous!" responds Mary, pleasantly. "Of course we would rather buy new clothes than expensive gas heat!" And so it went: "Don't order fuel! Get the facts about low cost Gas Heat." "We bought a car with the money we saved using Coal Heat." "You Don't Ride in a Horse Car." "A Challenge to Gas Heat Claims."

The point was gradually reached

where you just about had to consult a coal advertisement in order to read about gas heat, and vice versa. It almost seems a competition whose goal is to say as much as possible about the other's product and as little as possible about one's own.

What about the results?

The gas companies regard their program as successful. Since the campaign began they have secured installations of something more than 20,000 gas heating systems in homes.

So far as coal is concerned, the struggle is of course largely a defensive one, since coal formerly had the home heating field almost exclusively as its own. Some ground has undoubtedly been regained in the form of gas heat installations which have been ordered taken out by householders who tried that fuel.

The oil burner people, who never waded into the scrap to any major extent and have kept almost entirely aloof from the warfare ever since the crack-up of the truce, are having a rather swell time of it—and that may be a very revealing circumstance. The gas campaign, reports the head of the Chicago branch of one of the largest oil burner companies, has created a preference for automatic heat upon which oil burner merchandisers have been able to capitalize very nicely.

Incidentally, a new element in the picture is that the oil burner interests are going to pursue their own case more vigorously through a co-operative advertising program. The Chicago Oil Burner Association and the Burning Oil Distributors Association have joined in a newspaper campaign starting this month.

The asserted intention of the proponents of this campaign is to concentrate entirely upon advancing the merits of their own type of product.

Whether in view of the generally pugnacious atmosphere the oil burner group will be able to keep clear of the battle, however firm its purpose in that respect, is of course a question. As in warfare

Sept.

between
tralit
in am

The

Bure
tactic
fiden
emin
assu
out t
conce
stater
litera
concl
vertis
tion C

Beech

Acc
the B
tempe
bigges
ever
ginnin
gram

The
will c
Davis
tri-wei
about
aign,
try a
Merr
dith,
rôle of
radio
produ
tured
in the

Wom

Mrs
preside
poratio
husban
been
severa
her hu
mercha

With

Don
sentati
Shoppi
\$51 Fi
recent
for ma
tative

Death

Rob
year
The C
Island
ratios
plete
financi

to con-
in order
and vice
competi-
as much
s's prod-
le about

ord their
ince the
secured
g more
systems

ned, the
y a de-
formerly
almost
Some
een re-
as heat
een or-
holders

o never
y major
ost en-
re ever
use, are
of it—
eveling
ampaign,
Chicago
argest oil
ated a
at upon
nders
e very

ment in
burner
e their
through
rogram.
associ-
l Dis-
joined
starting

of the
n is to
ancing
type of

gener-
the oil
o keep
er firm
, is of
warfare

between nations, individual neutrality is a hard thing to maintain in an advertising fight.

The Chicago Better Business Bureau's stand that these knocking tactics also damage consumer confidence in all advertising is an eminently supportable one. Let it be assumed that at no time throughout this controversy has any party concerned made an untruthful statement. In fact that is probably literally true, since the divergent conclusions presented by each advertiser are matters of interpretation or of narrow, special circum-

stances, rather than of deliberate dishonesty.

But when one party says one thing and the other states what seems to be a directly conflicting fact, the likely conclusion of the consumer is that one of the two is a liar—probably both. As an efficient instrument of distribution, advertising can as ill-afford the seemingly dishonest as it can the downright untruthful.

In summation, it would seem almost pardonable to paraphrase an old proverb (finish it yourself): "Fuels rush in . . ."

Beech-Nut Expands Campaign

According to a salesman's portfolio of the Beech-Nut Packing Company, September, 1934, marked the end of the biggest year of advertising the company ever had and October will be the beginning of an even more extensive program.

The new advertising and promotion will center around Beech-Nut's "Red Davis" radio program, which will start tri-weekly broadcasts over fifty stations about October 1. As in last year's campaign, newspapers throughout the country and magazines will round out the program.

Merchandisers featuring Burgess Meredith, who has been engaged for the rôle of Red, and other members of the radio cast, will be used with Beech-Nut products. In addition, Olin Dutra, national open golf champion, will be featured on billboards and will have a part in the regular "Red Davis" radio script.

Woman Heads Pie Concern

Mrs. Doris A. Case has been elected president of the Case-Moody Pie Corporation, Chicago, succeeding her late husband, Elmer G. Case. Mrs. Case has been a director of the company for several years and acted as advisor for her husband in matters of advertising, merchandising and packaging.

With "Downtown Shopping News"

Don Campbell is now Eastern representative of the *Chicago Downtown Shopping News*, with headquarters at 551 Fifth Avenue, New York. He was recently with *Editor & Publisher*, and for many years was Western representative of the former New York *World*.

Death of R. N. Bode

Robert N. Bode, for the last twelve years vice-president and treasurer of The George W. Luft Company, Long Island City, N. Y., Tangle toilet preparations, died recently. He was in complete charge of the office as well as the financial activities of the company.

Golfers Elect LeQuatte

At its fourth and final tournament of the 1934 season the New York Advertising Club Golf Association elected H. B. LeQuatte as president for 1935. Charles E. Murphy was elected vice-president and Eugene H. Sameth, secretary-treasurer.

Results of the tournament were as follows: Low gross, eighteen holes, Fred Gamble; low net, eighteen holes, Alfred J. Silberstein; low net, nine holes, A. M. Haag.

Consolation winners: Archie Reeve, 94; Rene Munn, 95; Paul W. Albright, 92; Ralph Lawrence, 96; James Wright Brown, Jr., 96; Marcel Oles, 106; H. N. Kirby, 106; William J. Delaney, 101; Garnet Grant, 96; and W. J. Hirten, 104.

Flight winners: Gil Tompkins, 83; Eugene Kelley, 82; Fred Gamble, 81; Monte Lee, 91; R. G. Partright, 94; W. J. Hirten, Jr., 97; J. F. Delaney, 106; Myron Zobel, 101; A. J. Silberstein, 95; and Albert Moss, 101.

Photophone Appoints Francis

James E. Francis has been appointed manager of the Photophone division of the RCA Victor Company, Camden, N. J., replacing E. O. Heyl, resigned. The company's sound-on-film recording activities have been consolidated with those involved in the sale of theater reproducing equipment within the Photophone division.

Brandt to Hupp Motor

Arthur J. Brandt, formerly with General Motors Corporation and later head of the company which introduced the Austin car in the United States, has been appointed assistant general manager of the Hupp Motor Car Corporation, Detroit.

Jamieson Joins Ronalds

L. H. Jamieson, who has been associated with A. McKim, Ltd., Montreal, for the last five years as copy chief, and previously advertising manager of Congo Film Canada, Ltd., has joined the executive staff of the Ronalds Advertising Agency, Ltd., Montreal.

WILL THE PRINCE ORWA WILL HE BEEN



**MR. and MRS.
POTTER—**
THE COUNTRY OVER—
WILL READ EVERY WORD
OF THIS FASCINATING
SERIES RUNNING IN
LIBERTY NOW.



TRUE
ATES
PRINCE
GET A
ABOUT

No wo
largest
sale o
What IS
ng that
What I
point th
o the
'WAN'
delivers
for so
life-bloo

Two
markab
know th
formula
Liberty a
liberal-m
ens tha
"Potters"
Potter a
radical,
magnate
... emot
growing

THE

DO WALES EVER MARRY? OR ENGLAND'S LAST KING?

TRUE TO ITS JOURNALISTIC IDEA, LIBERTY CREATES ITS OWN NEWS SCOOP BY SENDING THE PRINCE'S FRIEND—FRAZIER HUNT, TO LONDON TO GET AUTHENTIC ANSWERS TO MANY QUESTIONS ABOUT THE "WORLD'S MOST POPULAR MAN!"

No wonder Liberty has largest weekly newsstand sale of all magazines.

What IS this new kind of editing that Fulton Oursler does? What IS this editorial viewpoint that brings more millions to the newsstands . . . more "WANTED" circulation that delivers such low-cost response for so many products whose life-blood is advertising?

Two minutes with this remarkable editor, and you'll know that *absence of any set formula* is the very reason that Liberty attracts the active, alert, liberal-minded *inquisitive* citizens that we call "the Bill Potters"! Because Mr. and Mrs. Potter are neither rich nor radical, neither morons nor magnates. But they are young . . . emotionally and mentally growing! . . . The very back-

bone of this broad country that is never satisfied with the present!

And editor Oursler sees eye to eye with them. He supplies them to an astonishing degree, "*with the news before it happens!*" . . . Whether it be politics, movies, economics, sports or great personalities! And he gives it to them *the way they want it* . . . fast, dramatic, concise!

Temperamentally impatient, the Potters don't care for the conventional editorial technique. "*They want their facts in fiction style, and their fiction as factual as it can be!*"

Examine Liberty in this light and you'll understand why so many of those advertisers who were most successful through the depression—use more space in Liberty than in any other magazine!

Liberty

"THE POTTERS ARE EASIER TO SELL"

Perfume for Men

ALTHOUGH the idea has been attempted before by other perfumers without much success, the Caron Corporation, which makes and sells high quality women's perfumes, has brought out a man's perfume.

Pour un Homme (For a Man) is the name chosen for the new product and equally masculine in intent is its package, its scent and its advertising.

Previous attempts to sell perfume as a man's product, according to Paul Martinot, of the Caron New York office, have not really succeeded because the product has been a man's product only in the manufacturer's assertion. In bringing out *Pour un Homme*, however, he says Caron has tried to create a product for which the usual adjectives for women's perfumes do not fit.

Advertising, which is appearing in a number of class and men's magazines, has been prepared with a due sense of the problems this new product has to meet. With a minimum of copy, full pages are being used to show the product in surroundings that will reflect a refined and masculine atmosphere, as shown in the above advertisement.



Mediums used and the advertising make an appeal to the quality market for which the product is designed. Selling for \$15 for an 8½ ounce bottle, with smaller bottles priced at \$11.50 and \$8, the appeal is not to a mass market. Department stores, both in toilet goods sections of men's wear departments, and men's stores will be the outlets through which the product will be sold.

Celluloid Sales Appointments

George H. Boehmer, who has been with the Celluloid Corporation, Newark, N. J., for twenty-four years, has been appointed general sales manager of that company. R. S. Gavitt will succeed Mr. Boehmer as director of sales of the sheet, rod and tube division. E. W. Ward will succeed Mr. Gavitt as district manager of the Chicago office.

Brown with H. T. & S.

Stanley A. Brown, formerly vice-president of the H. W. Kastor & Sons Advertising Company, Inc., and manager of its New York office, has joined Hommann, Tarcher & Sheldon, Inc., New York agency, as vice-president.

Joins Boston Publisher

Bertram K. Little has been appointed advertising director of the Lothrop, Lee & Shepard Company, Boston, publishing house. At one time he was with the editorial and advertising departments of Little, Brown & Company. He will be assisted by Gordon A. Hopkins who will direct the publicity department.

Heads St. Louis Mail Group

Miss Bertha M. Burning, president of the Business Letter Company, Inc., has been elected president of the Mail Advertising Association of St. Louis. Lyle B. Godbey was elected vice-president and W. C. Hutchinson, secretary-treasurer.

advertis-
quality
duct is
for an
er bot-
\$8, the
market.
a toilet
ear de-
es will
ch the

ppointed
rop, Lee
ublishing
the edi-
ents of
will be
who will

resident
y, Inc.
the Mail
Louis.
ice-pres-
cretary-



REPORT
to
ADVERTISERS

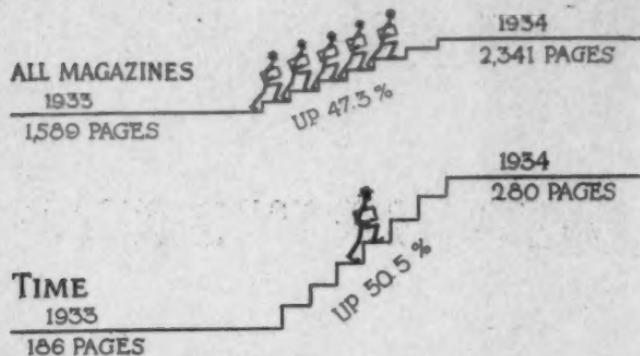
from

TIME
The Weekly Newsmagazine

Automotive advertising

FIRST SIX MONTHS 1934*

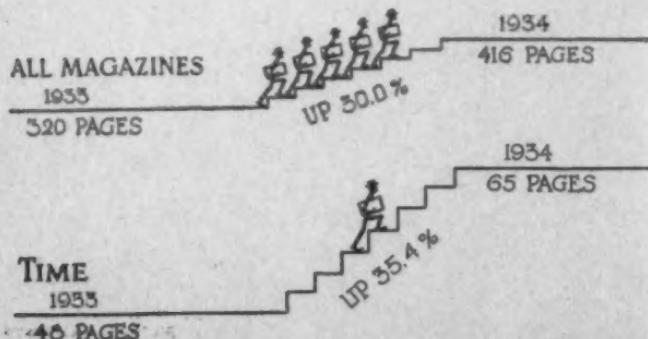
TIME maintained its second place position—and ran as many pages in the first half year as it ran in the full year of 1930.



Building Materials & Equipment advertising

FIRST SIX MONTHS 1934

TIME maintains its first place position among all magazines.

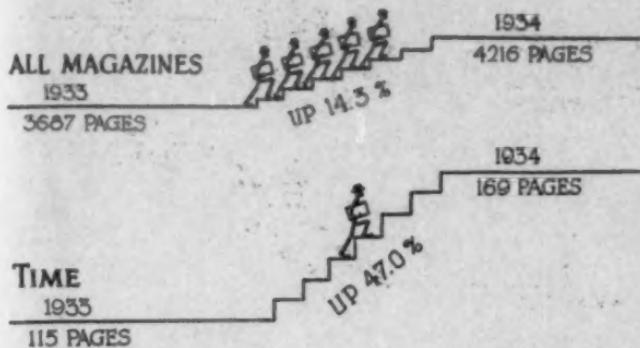


*All figures based on Publishers Information Bureau's report of advertising in 103 magazines.

Drugs, Toilet Goods & Smoking Articles *advertising*

FIRST SIX MONTHS 1934

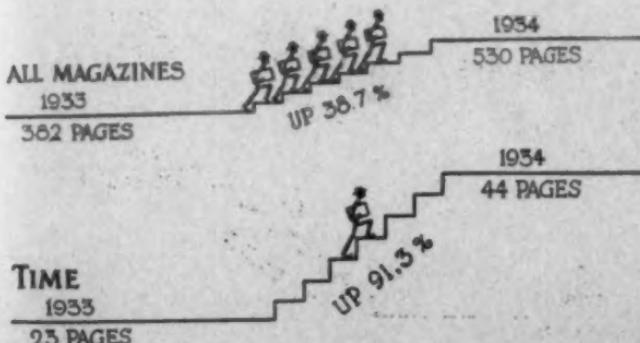
TIME gained from 13th to 5th place, the biggest page gain of any magazine.



Electrical* Equipment *advertising*

FIRST SIX MONTHS 1934

TIME gained from 4th to 3rd place among all magazines.

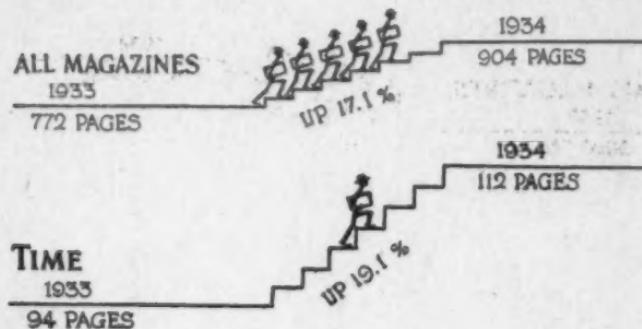


* Exclusive of Radio.

Financial, Insurance & Public Utilities *advertising*

FIRST SIX MONTHS 1934

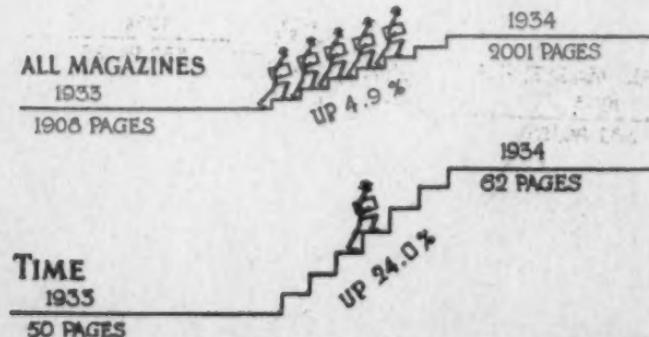
TIME maintained its first place position by a wider margin than ever before.



Food & Beverage *advertising*

FIRST SIX MONTHS 1934

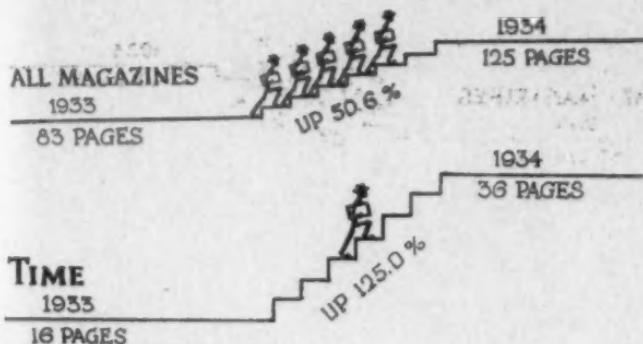
TIME gained from 13th to 9th place, continuing the steady gains of the past six years. . . . If liquor, wines and beer advertising were included TIME would be in fourth place with 150 pages.



Machinery, Belting & Tools advertising

FIRST SIX MONTHS 1934

TIME maintains its first place position among all magazines.



Magazine & Newspaper advertising

FIRST SIX MONTHS 1934

TIME dropped from 1st to 4th place.

ALL MAGAZINES

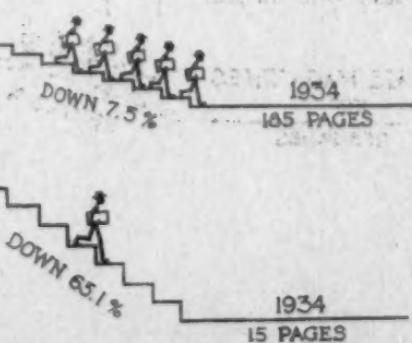
1933

200 PAGES

TIME

1933

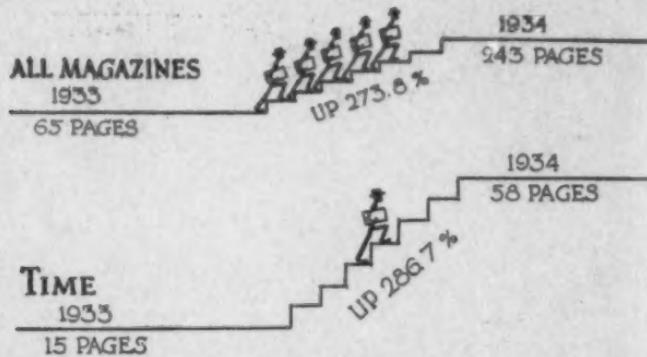
43 PAGES



Manufacturers' Materials *advertising*

FIRST SIX MONTHS 1934

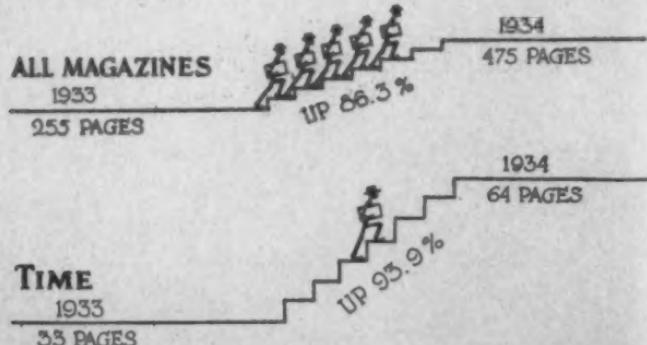
TIME maintains its first place position among all magazines.



Office Equipment & Business Stationery *advertising*

FIRST SIX MONTHS 1934

Last year TIME was third among all magazines, this year first by a comfortable margin.



Smoking Materials *advertising*

FIRST SIX MONTHS 1934

TIME gained from 3rd to 2nd place.
(This classification also included with Drugs.)



Travel & Resort *advertising* (Excluding Hotels)

FIRST SIX MONTHS 1934

TIME is again first by a wider margin than ever before. . . . (And if you include Hotels, TIME also is first with 135 pages total.)

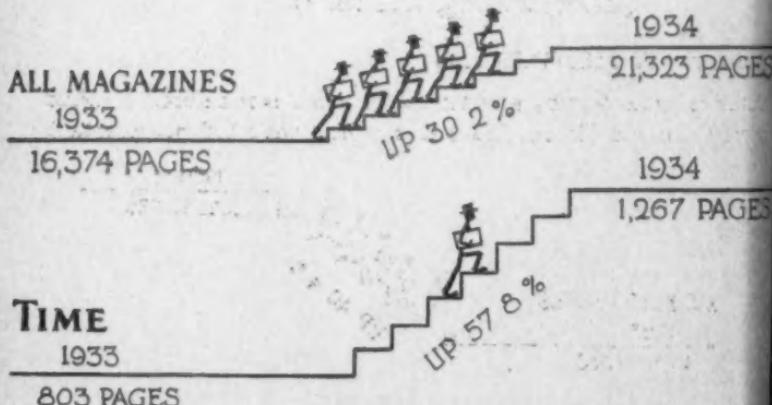


Other advertising

TIME has also gained in the first six months of 1934 in the following classifications: Men's Wear, Gardening, Communications, House Furnishings, Watches Clocks Jewelry, Luggage, Optical Goods and Cameras, Paper Products, Radios, Sporting Goods, Hotels, Freight Transportation—and starts off the new Liquor, Wines and Beer advertising classification by leading all magazines except The New Yorker.

Total advertising

FIRST SIX MONTHS 1934



TIME
The Weekly Newsmagazine

1934 in
dening,
Clocks
, Paper
Freight
Wines
ing

4
PAGES

4
PAGES



How to Sell to Stockholders

They Should Be Considered as So Many Names on a Mailing List, and Therefore as Consumers

By Andrew M. Howe

WHY is it that so many experienced and able advertisers apparently have little understanding of how to use a list of stockholders?

There has been a great deal written on ways and means of changing stockholders into consumers but, judging by the kind of material that is still being sent out, few companies understand just what a stockholder is when it comes to trying to sell him a product. He is nothing more or less than a name on a mailing list.

In this discussion we will ignore the investor interest of the stockholder. We are not interested here in the type of information that is furnished in reports designed to create and hold good-will and to generate confidence in the management.* We are dealing with the possibility of increasing sales through this list of individuals who have already indicated, by purchase of the stock, that they have some interest in the product.

If the product is not one ordinarily purchased by the majority of the stockholders, then the chances are any attempt to build interest in it will be a waste of time and money. There are more efficient ways of reaching prospective buyers for hoisting machinery, welding apparatus and such things than sending descriptive literature to some thousands of stockholders, most of whom have no interest in such equipment and many of whom may wonder why the company wastes money in this way.

In planning a direct-mail campaign for dynamos, the advertising manager will give a great deal of attention to the mailing list. He will send letters and folders only

to those who are logical prospects. He would expect to lose his job if he bought and used mailing lists made up of names of housewives, retailers, school teachers, artists, salesmen, and other miscellaneous individuals. Yet such lists are being used by the manufacturers of all sorts of products that are sold only to specialized buyers. Stockholders are being deluged with literature on subjects of no interest to them.

It should be emphasized, once more, that this material is not the same as that which is designed to familiarize the stockholders with the activities of their company so that they will be able to judge the progress that is being made. The folders and booklets under observation are those sent out in the hope that somewhere in the list there will be a buyer or that some of the stockholders may have a little influence on real prospects.

An Opportunity for the Mass Consumption Product

The success of some companies in turning stockholders into consumers has led others to try to do the same thing, although their products are not suited for this kind of promotion. The maker of a mass consumption product is overlooking a valuable opportunity if he neglects to tell his stockholders why they should buy the products of their own company. Whether such promotion is advisable depends upon the type of product, its distribution, the size of the stockholder list, etc. The main factor, however, is whether or not the product is one used by the majority of the shareholders. After that has been determined, the evaluating and working of the list can be handled in the same way as that of any other mailing list.

The most common misconception is that stockholders will buy merely

* The October issue of *PRINTERS' INK MONTHLY* will carry an article discussing the other angle, under the title, "What to Tell Stockholders."

because they have invested part of their savings. It just doesn't work that way. Some of them, of course, will take their ownership seriously and do their little bit to increase business. But the majority will buy for the same reasons that influence other consumers to buy. They will smoke the cigarette they like best, eat the foods they prefer, drive the automobiles that have the features they want—regardless of their financial interest in competing companies.

So the preparation of a mailing piece for stockholders is not a peculiar job. It does not require special technique. What is needed is good selling copy, full of reasons-why. Naturally, it can do no harm to include a modest plea for loyalty to the company. But this loyalty must be based upon other logical reasons.

"Buy the product of your own company" campaigns are just as weak as most "buy at home" campaigns. Such appeals can be a slight factor in influencing sales, but only slight.

Selling to stockholders isn't a job for the treasurer's department. Yet a man with a balance-sheet mind is often the one who decides what shall be enclosed in the envelope with dividend checks or sent out at other times. This is strictly an advertising problem. As such, it belongs in the advertising department. The advertising agency could, if it were consulted, help materially with the problem.

Stockholder literature should be prepared with the same care and with the same objective as any other printed piece. If the stockholders are consumers, the same appeals should



Front and back of a folder mailed with dividend checks

work as in the regular advertising. Often a folder designed for general distribution will serve admirably as a stockholder mailing piece.

If a folder or leaflet is especially prepared, it should be attractive in appearance and carry good, hard-hitting sales copy. Reprints of advertisements make good mailing pieces.

The General Electric Company is among those sending stockholders quarterly figures on earnings. This is a common practice, but the usual custom is to print the figures on a small folder along with perhaps a little additional information. The GE figures are printed on the back of a folder which contains considerable descriptive text and sales facts on company products which stockholders might buy. One, for instance, was devoted to "Something About the Weather" and described the advantages of the GE oil and gas furnaces, as well as air circulators and other air-conditioning equipment. As in all the other folders, there were pictures and good, sound sales talks.

Another was devoted to "The New Science of Seeing" and dis-



vertising for general advertising piece especially active in field, hardships of advertising mailing

Company stockhold-earnings, but the figures with per-formation, and on the contains text and products to buy. One, to "Some- and de- the GE as well as air-conditioning the other tures and

to "The and dis-

New York Office
DAN A. CARROLL
110 E. 42nd St.
Chicago Office
J. E. Lutz
Lake Michigan Bldg.



WASHINGTON (D. C.) merits the distinction of being the outstanding busy market of the country. The following facts and figures are indicative of its prosperity and offer a strong argument for including it in your promotional campaigns:

The population in the shopping area is nearly three-quarters of a million—the largest since the war.

The Federal Government personnel in Washington has been increased by 21,759 employees required by the expansion of government activities.

Incomes, affecting spendable money, have increased \$15,000,000.00.

Retail Sales show a decided upward trend over 1933—ranging from 14% to 21%.

Bank clearances for the 7 months of 1934 were greater than the preceding year by \$66,296,796.00.

Bank deposits show an increase of more than \$20,000,000.00 over a corresponding period last year.

Coupled with this substantial prosperity is the fact that THE STAR—Evening and Sunday—is the ONE and ONLY MEDIUM you need to get the maximum results in this prosperous market.

No worthwhile product should overlook the possibilities of the Washington Market at this time and the opportunity THE STAR offers to reach it economically.

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers, Inc.



cussed the "better light—better sight" movement featured in so much consumer advertising.

The text in these folders, while especially prepared for the stockholders, is written in the same language and contains the same information that is being presented to consumers everywhere in regular advertising media. These are sales folders from beginning to end. The man who prepared them did not have a mental picture of a stockholder when he wrote them, he was talking to consumers, to prospective buyers. The stockholder list, to him, was a mailing list.

Standard Brands, General Foods, Union Oil, Continental Insurance, Continental Can, Union Carbide and many other companies prepare special folders in which to enclose dividend checks. The checks must be mailed and it requires no additional postage to include some sort of message.

Wrapping the Check in a Sales Message

These companies aren't content with the customary enclosure, a change of address blank and possibly a list of products or some other information, included merely because it is felt something should be done. Instead they wrap the check in a sales message. They tell the stockholder why he ought to buy certain products and they tell him at a time when he is more than ordinarily susceptible.

But how much stronger it is to tell him why the products are worth buying rather than just suggesting a purchase.

Standard Brands stockholders received a check this summer in a folder devoted to tea. The front carried an attractive illustration, in color, of a glass of iced tea and a pot and cup of hot tea. "Tea is coming into its own!" was the heading followed by a specialized appeal—"an important fact to you as a Standard Brands stockholder." The inside of the folder was an advertisement for Tenderleaf tea. It had illustrations, headings and text. It could not be distinguished from any other advertisement for this product except for the fact

that it was signed by the president of the company, Joseph Wilshire. The back of the folder was devoted to brief descriptions and illustrations of five other products. While the text was short, it was strong selling copy.

For Chase & Sanborn's coffee, for example, there were these few words: "It's 'Dated.' . . . Always fresh—has greater flavor. Stale coffees are nervously irritating. Dated Coffee is rushed *fresh* from roasting oven to your grocer every four days."

General Foods stockholders received a direct appeal for business recently. A small folder described the "General Foods Gift Box." This brightly lacquered tin container, which was illustrated, contains twenty-three G F products—forty-eight separate items in all. It is described as a \$5-plus value for \$2.50. Each stockholder can purchase only one box, the orders to be mailed not later than September 15. The back page of the folder was in the form of a blank to be filled in and mailed to the company.

In this way samples of many of the company's products are put in the hands of stockholder-consumers. This company knows that every name on the list is a prospect for food. We all must eat. Free sampling would be expensive. A Christmas box for a moderate charge is a happy answer to the problem.

Selling to the stockholders boils down to these main points:

1. Make certain that the majority of the stockholders are prospects.
2. Analyze the list as any other mailing list would be analyzed.
3. Avoid institutional copy if the object is sales.
4. Think of the stockholders as prospective buyers, not as owners.
5. Point out the desirability of buying the products "of your own company" but be sure to include reasons-why.
6. Don't expect sales from loyalty alone.
7. Turn the job of selling to stockholders over to the department in which it belongs—the advertising department.

president
Wilshire.
was de-
sires and il-
products.
rt, it was

's coffee,
these few
. Always
or. Stale
irritating.
fresh from
cooper every

olders re-
r business
described
ft. Box."
tin con-
llustrated,
F prod-
e items in
a \$5-plus
ockholder
x, the or-
ater than
page of
orm of a
mailed to

many of
are put in
r-consum-
that every
prospect for
Free sam-
A Christ-
charge is a
lemon.
ders boils

the major-
are pros-

any other
analyzed.
copy if the

holders as
s owners.
ability of
your own
o include

from loy-

elling to
department
advertis-

Hurry Up Copy and Its Evils

Why Too Much Rush, Largely without Rime or Reason,
Weakens Advertising Message

By T. Harry Thompson

Copy Supervisor, N. W. Ayer & Son, Inc.

IF there is one thing more than another which grays the temples of creative people and boosts the sale of aspirin in direct ratio, it is the pandemic urge to catch an issue already on the newsstands. What's the rush? Where's the fire?

A California grape does its best work under pressure and so does a Jersey apple, but I have no confidence in a post-prandial speech written on the cuff between the consommé and the nesselrode pudding. Nor is the most persuasive advertising copy written on elevators. So I say with little Jeff, with his *Body by Fisher*, "For the love of Mike, be reasonable."

Yes, of course, there are exceptions, just to save you the trouble of writing in. I have often feverishly fingered the keys of a typewriter with the hot breath of a closing-date on my neck. Once in a while, there is no help for it. Even the city firemen have to put aside their pinochle occasionally and go tearing up the street. But a fire every day loses its zest and makes even a copy writer hot.

The best copy I have ever read was not written while Simon Legree stood by with his bull-whip. It was written in the subconscious before the cover was taken off the typewriter . . . set in the mental incubator for a day or two so that it might not hatch out a freak, but a healthy, sound piece of selling that hung together as a piece of writing.

Mass-production copy is almost certain to have a few loose bolts and the fenders are going to chip and craze. Rush copy can seldom if ever be the smooth, considered piece that invites reading *per se*—that is remembered and treasured for its message long after the magazine has gone to the neighbor-

hood dentist, dog-eared and dis-
couraged.

The most plausible excuse for rush copy is that hardy perennial: "Mr. Zilch is going to Europe on Saturday and wants to get everything cleaned up before he goes away." Didn't Mr. Zilch know he was going to Europe until yesterday?

And there is another excuse difficult to combat: "No, the advertising doesn't start until April, but the men take the road in October and they want to get this into portfolio form at once." Who invented portfolios, anyway? A very useful piece of printed matter, but usually a headache for the copy writer, especially when Simon Legree cracks down with his whip.

Stuff That Reads Like Midnight Copy

One of my earliest trainers in this business, a ten-minute egg if ever there was one, used to say: "I don't want you fellows hanging around the office every night. If you have to work nights, either we need more writers—or better ones."

As a general principle, I must agree with him. Night work is all right for burglars, but when copy writers work both night and day, sooner or later their copy is going to read like midnight copy and I mean read lousy.

Why can't we leave the speed-mania to the Boeings, Zephyrs, and Normandies? It was (although I'm no economist) the speed-mania that brought about overproduction and its hapless litter; war-time rush carried over into peace-time schedules until granaries were bursting, warehouses were bulging, and the populace generally just plain busted.

A guide in an English church-

**Nationwide Comment
from Readers**

"I want to tell you that the WEEKLY MESSAGE has been invaluable to us. For unbiased, careful and factual presentation of current conditions. I do not know its equal. You deserve to be congratulated upon the clear-sighted and correct interpretation of what goes on."

—Cambridge, Mass.

"Your observations are exact, fair-minded and in some cases almost prophetic."

—New York, N. Y.

"Continue to write the truth, the whole truth, and nothing but the truth. Some who like colored matter may not appreciate it, but in the long run it pays."

—Albertville, Ala.

"We find the combination of the Review of Reviews and your WEEKLY MESSAGE highly valuable in helping to keep us informed about the significance of current events in the business world and the developments at Washington. The information is accurate, the interpretation economically sound, and the accompanying comments are illuminatingly thoughtful."

—Cleveland, Ohio.

"I do not want to miss any of these letters, so I wish you would start with Volume I, Number 1."

—Milwaukee, Wis.

"I believe your WEEKLY MESSAGE is a valuable addition to your service to subscribers."

—New York, N. Y.

"Continue to keep the 'bunk' out of the Review. I like Dr. Shaw's frankness, and if we do not always agree, at least we know on what grounds we disagree."

—St. Paul, Minn.

Washington, Wash.

**What's
Ahead**
in
Business-Government-Finance

NEW conditions face the man of affairs day and demand a new publishing idea—service providing the best possible means for judging trends so that he can plan wisely for future.

For a well-rounded service, two elements are essential: speed and thorough deliberation. These cannot be combined in one periodical. Therefore, early this year, we inaugurated a monthly-monthly combination.

★ The WEEKLY MESSAGE is a fearless, fact-facing, straight-from-the-shoulder report of what is going on, what it means, what is likely to happen as a result. Its form permits the last word in speed—from the editor's desk to the post office in less than eight hours!

★ The REVIEW OF REVIEWS monthly brings a deliberate study of conditions and interpretation of long-time trends. It adds perspective of time to the quick flashes of

DIRECTING YOUR COURSE



AUGUST 1



AUGUST 2



AUGUST 9

AUGUST 16

Wall Street and YOU!

ekly letter, making the combination complete, authoritative and unique.

outstanding personalities are at the head of our staff of reporters and editors. They carefully study the problems that beset business and professional men. They are on intimate terms with financial and industrial leaders, and with the powers in Washington.

Finance

of affairs
shing idea
le means
visely for

elements
deliberate
the period
urated a

as a fear
oulder rep
ans, what
form perm
editor's d
et hours!

VS mont
tions and
It adds
lashes of

eph Stagg Lawrence, editor of the WEEKLY MESSAGE and economist of the REVIEW OF VIEWS, is outstanding among today's vigorous thinkers and hard-hitting writers. His brilliance as an economist diverted him from the paths of teaching to practical tasks of writing and of counseling many industries which sought his shrewd financial judgment.

ADVERTISERS WHO WANT TO REACH MARKET OF HIGH BUYING POWER WILL FIND THE REVIEW OF REVIEWS PRIMARY MEDIUM. A copy of the WEEKLY MESSAGE and the current issue of the REVIEW OF REVIEWS will be mailed on request.

REVIEW OF REVIEWS

233 FOURTH AVENUE, NEW YORK

Ed F. Henley, Adv. Mgr.
Fourth Avenue, N. Y.

Warwick Carpenter, Pacific Coast Manager
20 East de la Guerra St., Santa Barbara, Calif.

Mark A. Seiser, Western Manager
1402 Mailers Bldg., Chicago, Ill.

Among Subscribers are Executives of

Addressograph-Multigraph Corporation
Allis Chalmers Mfg. Co.
American Chicle Company
American Machine & Foundry Co.
American Rolling Mill Co.
Boston & Maine Railroad
Brooklyn Edison Company
Chase National Bank
Chemical Bank & Trust Co.
Coca-Cola Co.
Continental Oil Company
Curtis Publishing Company
Eli Lilly & Co.

Gold Dust Corporation
W. R. Grace & Co. Inc.
Hahn Department Stores
H. J. Heinz Co.
Hercules Powder Co.
Hudson Motor Car Co.
Interborough Rapid Transit Co.

Jewel Tea Co., Inc.
Kalmistor Co., Inc.
Kraft Phenix Cheese Corp.
Lansom Co.
Lehigh & N. E. Railroad
Lever Brothers Co.
Libby, McNeill & Libby.
Johns-Manville
McGraw-Hill Publishing Co.
Metropolitan Life Insurance Co.

National Cash Register Co.
New York Life Insurance Co.
Northwestern Mutual Life Insurance Co.
Paine, Webber & Co.
Paramount Pictures Corp.
J. C. Penney Co.
Pepperell Mfg. Co.
Pittsburgh Plate Glass Co.

Pure Oil Company
Southern Pacific Company
Spencer Trask & Co.
Spreckels Company
Standard Oil Co.
Travelers Insurance Co.
Underwood-Elliott-Fisher Co.
Westinghouse Electric Mfg. Co.
Williams Oil-O-Matic Heating Corp.

THROUGH NEW DEAL FOG



Aug 16

AUGUST 23

AUGUST 30

SEPTEMBER 1

yard once told me that Gray had spent seventeen years in writing his rather famous elegy. That, possibly, is going to the other extreme. But there is surely a middle ground between that and the Burlington clip which writers are often called upon to speed along at today.

A little simple planning should obviate the need for most rush jobs. A little understanding on the part of non-writing men as to how copy is written would help; a simple realization that we do not toss the dictionary into a hopper and turn the crank and take out a piece of tailored text.

Copy, I suspect, looks like the simplest of matters to the non-writing person. There's the type-writing machine with the letters all clearly marked. All you have to do is to sit down and smack them.

But as I once remarked: "They're all in the dictionary—the trick is to put them together."

Nor are writers the sole sufferers from the Rushian plague. I might mention the layout men and the finished artists and the typographers and the engravers and the electrotypers, with a soupçon that even the radio boys could be heard from on the subject.

The rush-mania is somewhat akin to Sunday driving. Here's a fellow tooting his horn and pulling around you, as though he were on the way to the accident ward. Ten minutes later, you pass him at a roadside stand where he is leisurely buying a dozen ears of corn. He really wasn't going anywhere in particular, but felt a great urge to get there.

Can we do anything about it? This isn't Rushia. Or is it?

+ + +

Cheerful Farm Facts

THE members of the Advertising Club of Kansas City had a luncheon meeting the other day to talk about the drought situation in the Southwest and to see if they could extract a few comforting thoughts from courageously viewing the agricultural outlook at close range. The outcome of the meeting was a general agreement that the farmers of the Middle-West have right now a much greater buying capacity than the average merchandiser would have thought possible a month ago.

W. A. Cochel, editor of the *Weekly Kansas City Star*, made a speech in which he called things by their proper names and made no attempt to make black appear to be white. He has been rummaging around quite a bit in the territory served by his paper and thus was able to give the club members some accurate data. Here in tabloid form is Mr. Cochel's picture of farming conditions in that section:

Heavy seeding for forage is in progress. Rains have been plentiful of late and promise quick

pasturage. Farmers have retained their best cattle. Prairie hay that has been stored instead of sold at low prices during the last three years is bringing \$26 a ton. The farmers have considerable quantities of fairly good corn which is going into silage. They are looking forward hopefully to the winter wheat crop which will be harvested next June. If this is a fair yield so that prices equal those now prevailing, prosperity, comparatively speaking, will again return to the farm.

"A tremendous acreage of dollar-a-bushel wheat," Mr. Cochel said, "may be anticipated in the Southwest. Prices of virtually all other farm staples are up. Cattle, for example, run about \$3 per hundred pounds higher. Hogs are selling at twice the previous figure. Eggs and butter fat are up about 50 per cent.

"The consumer may feel that farm prices are too high. But it must be remembered that today's farm prices are more nearly normal than the disastrously low ones of last year."

"They're
the trick is

le suffer-
lague. I
men and
the typog-
s and the
pcn that
be heard

what akin
a fellow
ng around
n the way
n minutes
y roadside
ly buying
He really
a particu-
ge to get
about it?
it?

re retained
ay that
of sold at
ast three
ton. The
le quan-
which is
are look-
to the
h will be
this is a
ual those
ity, com-
again re-

e of dol-
r. Cochel
ed in the
rtually all
p. Cattle,
t \$3 per
Hogs are
vious fig-
at are up

feel that
h. But it
at today's
early nor-
low ones

Our Capacity to Consume

New Study Indicates It Is Greatly Beyond the Ability of
Country to Produce

By Don Gridley

DURING the so-called new era of the gay twenties the United States was not living beyond its means.

During the last decade there has been a tendency to accentuate the inequality in the distribution of income.

Vast potential demands alike for basic commodities and for conventional necessities exist in the unfulfilled wants of the masses of people, both rural and urban.

The United States has not reached a stage of economic development in which it is possible to produce more than the American people as a whole would like to consume.

We cannot materially shorten the working day and still produce the quantity of goods and services which the American people aspire to consume.

These are some of the basic conclusions reached by the authors of "America's Capacity to Consume," second volume of that monumental study of the "Distribution of Wealth and Income in Relation to Economic Progress" now being published volume by volume by The Brookings Institution. The first book in a series of four, "America's Capacity to Produce," was published earlier this year.

Wishful economic thinking has been the basis of a great deal of the more sensational and popular economic texts of the last few years. Amateur economists have been particularly fluent, and professional economists, who should have known better, have cast aside their scholarly vestments to assume the more popular attire of the song-and-dance man who, after all, gets the kudos and the dollars.

Such thinking is all right in its place, but when it becomes the basis of Government policy, as it undoubtedly did under certain de-

partments of the Old Deal and, in a greater scope, under the New Deal, as well as the basis of anti-Government propaganda, illimitable damage may be done.

In an economic crisis of the proportions of that precipitated by the events of late 1929, action becomes essential. When an old system has broken down badly, those men who are seeking a way to correction must cast aside many of what seem to be the most vicious manifestations of that system. This is excusable—and right.

Sufficient Data Should Lie Back of Change

On the other hand when measures are adopted on grossly insufficient data, when classical economic doctrine is tossed overboard largely because it is classical, a nation as an economic entity is in grave danger of suffering.

At any time when old ideas are being re-cast into new it is inevitable that those who have moulded their lives to those ideas should protest vigorously. When they protest without sufficient factual data to back their protests or when they adopt new ideas merely for the sake of combatting other new ideas their opposition becomes as dangerous as the doctrines they seek to fight.

Technocracy offers a case in point. Upon a foundation of carefully tabulated facts was built a structure of flimsy conjecture. This conjecture could not stand up under its own weight, but was only demolished after it was attacked by theories quite as flimsy.

The Brookings Institution, in its present study, apparently is working with no desire to prove any particular theory. It states the facts as found by investigators and draws conclusions without making any recommendation for

action. The findings of its first volume have been attacked, but not very convincingly as yet. The task, of course, is a tremendous one. That the investigators will make mistakes, sometimes gross mistakes, is to be expected. On the other hand, in spite of these mistakes, they are seeking for the roots of things and in doing so have already demolished some of the pet contentions of the wishful thinkers.

In the first volume of the study they proved apparently that a lot of the wilder conjectures concerning over-production were arrant tommyrot. They demonstrated on a solid foundation of study that, whereas America in 1929 was capable of producing a great deal more than was actually produced, the excess capacity of industry and agriculture was by no means so great as had been contended.

The present volume is divided into three parts. The first two study income of the American people and how that income is spent. The third relates this study to the production data uncovered in the first volume.

Cautiously, on the whole, the authors, Maurice Leven, Harold G. Moulton and Clark Warburton, try to confine their conclusions to what seem to them to be demonstrable facts. It is obvious that future conclusions are going to upset some of the favorite doctrines of the classical economists. At present, however, they are content to upset some of the theories that are at the basis of certain New Deal policies and as well as favorite theories of New Deal opponents.

Conclusions about the Thirty-Hour Week

For instance, here is what they say about the thirty-hour week:

"If we have a thirty-hour working week, with complete utilization of our labor force and productive establishment, and then assume a universal increase in efficiency in agriculture, mining, manufacturing, transportation, marketing and other branches of industry of as much as 25 per cent, we would still have a productive output consider-

ably smaller than in 1929. Unless we can be sure of a vast increase in productive efficiency the working day cannot be appreciably shortened without curtailment of production, and, in consequence, without reducing consumption standards below the level of 1929."

They add, "In due course we can expect a much larger production for the same expenditure of human energy than has yet been possible. But for the immediate future we cannot count on production taking care of itself if the working week is materially reduced. In any event, we are desirous of raising the standard of living substantially above the level hitherto realized—not merely restoring it to the unsatisfactory level then prevailing."

Labor Slow to Relinquish Gains Once Made

They do not consider the possibilities of an introduction of the thirty-hour week from the point of view of labor demands. Obviously, a thirty-hour week introduced now would put many men back to work. Assume, however, that these men began to consume according to their desires. It might conceivably become necessary to ask labor to work longer hours again. Does anyone, knowing the reluctance of labor to relinquish gains once made, believe that it would willingly go back to a longer work week?

This is but one of the many interesting lines of thought that inevitably lead out of a book which is so coldly factual that it can never hope to become one-fiftieth as popular as the sensational doctrines of Technocracy.

Among the most interesting, if not the most novel, of the study's phases is the discussion of living standards. By assuming a minimum family income of \$2,500 a year with no increase in the incomes of those whose incomes were over \$5,000 in 1929 the authors project us into a world of almost fantastic consumption demands. Yet \$2,500 a year was, in 1929, only a moderate income.

The increase in consumption

29. Unless
st increase
the working
ably short-
ent of pro-
ence, with-
n standards
"

course we
er produc-
nditure of
s yet been
immediate
nt on pro-
itself if the
erally re-
we are de-
standard of
e the level
merely re-
satisfactory

sh

the possi-
on of the
the point
ands. Ob-
week intro-
many men
, however,
o consume
sires. It
ome nec-
ork longer
one, know-
bor to re-
de, believe
go back to

the many
ought that
book which
at it can
one-fiftieth
ational doc-

resting, if
the study's
of living
g a mini-
\$2,500 a
in the in-
comes
29 the au-
world of
umption de-
ar was, in
income.
umption



No wonder there are so many members of the ISA—(Indig-
nant Space-buyers Association). Beyond a doubt there are not enough newspapers like the Journal of Portland, Oregon. In fact in all the country there are only six, in cities of 300,000 or larger, that fulfill the highly desirable Rule of Three—and the daily Journal is one of that fortunate half dozen.

The RULE of THREE:

1 CIRCULATION LEADERSHIP

The daily Journal has the largest daily circulation in the Pacific Northwest. The only daily in this territory with over 100,000 circulation—it has 31% more city circulation than any other Portland daily.

1 ADVERTISING LEADERSHIP

The daily Journal leads in retail lineage, general lineage, total paid lineage.

1 LOWEST MILLINE RATE

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.



THE JOURNAL **PORTLAND, OREGON**

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

among the 19,400,000 families whose incomes would be raised from below \$2,500 to that level would be, the authors say, as follows: for food, from about \$10,000,000,000 to \$14,000,000,000, or 40 per cent; for shelter and home maintenance, from about \$7,000,000,000 to \$11,000,000,000 or 65 per cent; for attire and adornment, from less than \$4,000,000,000 to \$6,000,000,000, or 65 per cent; for other consumers' goods and services from less than \$5,000,000,000 to nearly \$10,000,000, or 115 per cent.

Those figures are based on a close study of how people spend their money and what happens to their expenditures when incomes are raised.

Thus the potential capacity of our nation to consume, were it given the opportunity, far outstrips the capacity of a partially antiquated plant to produce.

Doubtless some of the figures and conclusions of the investigators will not stand up under closer analysis. It is probable, however,

that most of the basic contentions are at least approximately truthful. At any rate, the Brookings study is one that is likely to overturn many hitherto cherished doctrines.

When one considers the fate of the Hoover study on economic trends, a study that certain statements of Mr. Hoover would seem to indicate even he did not read carefully, one is slightly discouraged in the belief that the business men who should and could get the most out of the Brookings study will ever be conscious of its existence until it is too late.

It is important that advertisers, advertising agents and publishers descend now and then from the rarefied atmosphere of fatigued tennis players and tired epidermises to come to closer grips with the grim realities that sway our economic existence.

The complete study is likely to become one of the most important contributions to economic thought of the last ten years.

Oil Code Admits Advertising Specialties

Secretary of the Interior Ickes has changed his mind about not allowing manufacturers of petroleum products to use advertising specialties. His new ruling, made as Oil Administrator, modifies the oil code to the extent that advertising specialties may be given away provided they bear the name of the giver, are not given on the condition that petroleum products be purchased and are not distributed at retail stations.

Represents Conquest

The Conquest Alliance Company, Inc., New York, has appointed the Walter Biddick Company, with offices in Los Angeles, San Francisco, Seattle and Denver, as its West Coast representative for foreign broadcasting.

Hertzberg Starts Service

Robert Hertzberg has established a technical publicity and advertising service at 3965-45th Street, Long Island City. He recently resigned as secretary-treasurer of Standard Publications, Inc., and as editor of *Short Wave Radio*.

Joins Pentland Agency

Mis Ella Howard, advertising manager for the last four years of the Coos Bay, Oreg., *Times*, has joined the Mary Pentland Advertising Agency at Portland, Oreg.

New Agency Gets Oldsmobile Advertising

D. P. Brother & Associates, a new advertising agency formed at Detroit, have been appointed to handle the advertising account of the Olds Motor Works, Lansing, Mich., Oldsmobile motor cars.

Among the principals in the new agency are D. P. Brother, Frank G. Kane and Robert Edmonds, all of whom have been associated with the Campbell-Ewald Company. Mr. Brother, who was vice-president of Campbell-Ewald, previously was director of the advertising section of the General Motors Corporation.

Mr. Kane was for nine years with Erwin, Wasey & Company, until he joined Campbell-Ewald of which he was a vice-president, supervising the Pontiac account.

Death of E. S. Sabin, Jr.

Eugene S. Sabin, Jr., formerly in the advertising business in Cleveland and for the last four years general sales manager of the Chris-Craft Corporation, Algonac, Mich., died recently. He was forty-one years old.

Mann with Calvin Company

Ted Mann has resigned as assistant advertising manager of the Skelly Oil Company, Kansas City, Mo., to become associated with Forrest O. Calvin in the Calvin Company, sales promotion agency, of that city.

What an Advertising Manager Needs in a Boss

Five Important Principles for the Head Man

By an Advertising Manager

THESE'S one thing about an advertising manager—he is expected to break the rules and do new things. I've seen kids draw pictures of the teacher which were very revealing to her, whether she liked them or not.

Plenty of articles have been written on advertising managers—their selection and culture—and a lot written to advertising managers. But who wrote them? The boss!

I make a habit of drinking down all the sermons on the latest crying needs in advertising men, and find nourishment in some of them. I am eager to know what is in the boss' mind. But doesn't a boss ever wonder what an advertising manager thinks about?

Hasn't the advertising manager the right to turn about and state what he needs in bosses? Our superiors have been allowed to write too much, both on their assistants and themselves. I propose to submit the viewpoint of a mere day-dreaming minor executive on the Crying Need for Such-and-Such in Presidents. I have some ideas. I will tell you what qualities I believe an advertising manager must have in his chief. Incidentally, it will be equivalent to telling How to Get the Most Work Out of the Advertising Manager.

Perhaps the thing that makes the advertising man's hair grow gray the fastest is the attitude among his colleagues and often his superiors that *anybody* can do his simple kind of work—that the trifling matter of generating ideas, studying out appeals, planning, writing, designing, co-ordinating, handling production, checking, etc., could be executed by a reasonably intelligent seven-year-old boy—and that they are under obligation to

force their own cocksure opinions down the advertising man's throat for his and the company's everlasting good. Hence the conference.

There are few jobs where a man is *less* his own boss—or where level-headed experience and training are *more* imperative. That is why it is important to have a good boss.

1. *Perspective*. The first quality needed in head executives sounds too obvious to mention—but it is too important in our advertising man's overseer not to be discussed. Unfortunately, this quality seems to be wanting in superiors almost as much as in employees. This is particularly true of the very young or the very old boss.

He Shouldn't Stew Over Commas

He should devote his mental energy to the big, important problems and be gracious enough to let lesser individuals stew over commas. A man big enough to be an advertising manager's chief ought to be big enough to keep his eye on the course and avoid expending his intelligence in polishing the brass in the galley. What profits it a corporation to have its president consume twenty-five minutes in selecting a single word in a sentence? The author deposes and says he has witnessed it with his own eyes.

Oh, the golden hours lost through tripping over insignificant details, or making an issue of minor inconsequential points!

2. *Extraversion*. Pardon the psychological term, but it is hard to translate. It means right-side-out, and refers to men who place as much value on other people as on themselves. A man whose first thoughts are continually on him-



PHOTOGRAPHIC ILLUSTRATION BY LAZARNICK

The more

P.I.

* PRINTERS' INK WEEKLY

Yours. Your idea went over big."

**Men in the field know
the value of a high**



• Trust a front-line salesman to appreciate what it means to have a high I.Q. at headquarters. For I.Q. signifies *Idea Quotient* (the result you get when you divide "ideas produced" by "men employed"). And—as every salesman knows—*ideas move merchandise*.

Printers' Ink cannot pretend to hand you ideas on a silver platter. It can—and does—put before you a wealth of material to provoke original thinking. This very issue will prove our point, which is that the more P.I. the higher the I.Q.



the higher the **I.Q.**

self and his experience and his rights is a poor man to supervise the delicate problems involved in advertising. He is quick on the trigger and is forever either pugnaciously bowling you over, or hanging his head in hopeless resignation like your neurotic Aunt Emma. He has no place in an executive's job, but he often gets there just the same—especially in small companies.

In some cases by nature, and in most by training, there is an opposite type whose mind and energies grow outward ("extravertive" only means out-turning). This man is a helper and a co-operator. He wants you to succeed while his unfortunate counterpart wants you to fail in order to show how good he is. The extravert doesn't nag or get in a sly dig whenever an opportunity presents itself. Neither does he ridicule. He places some importance on you, and takes your work seriously. His mind is on good work and profitable results, and he knows he can't get them by cracking a whip around your neck and forcing you to bite the dust before him. The effect of this mental "bigness" on his part is the establishment of sane self-confidence in the under man.

3. *Praise.* It is a rare man who appreciates the effective use of praise. As has been frequently pointed out, some men swell up like a peacock and lose their wits when praised. Others cry for it like children.

Without worrying too much about the child-dependency in most grown men, the plain fact is that praise, properly used, gets results. To the guiding executive, that should be the elemental point. A discreet compliment sets up in the emotions a glow that permeates and tones up the entire body and mind. It leaves the taste of success in a man's mouth and a sense of healthy self-confidence in his heart.

Praise, spilled indiscriminately, has little value. It should be aimed. The correct training of children, dogs, and advertising managers, involves a process of *spotlighting desirable qualities, and*

ignoring undesirable ones. To concentrate attention on any trait is to strengthen it. The smart boss will see to it that the advertising man's thoughts dwell on his good points for the simple reason that he wishes the good ones to grow.

The boss who "rides" the lesser man is only keeping his mind turned wrong side out worrying about his shortcomings. In such a condition, no human mind can create or manage.

This is pretty deep stuff and it takes a book or two to get to the bottom of the workings of the human mental machine in this respect, but what subject can be more vital to any controlling executive than how to secure the most effective work in return for a salary paid? Particularly when the work is such an intangible thing, and yet of such importance as the advertising manager's! In a nutshell, the effect of criticism is the creation of a tightening process or internal tension in which the mind is depressed and its doors closed, while the body functions slow down and fill the blood with poison. The effect of praise is a cheerful opening up or relaxing process accompanied by a sense of serene well-being and powerful self-confidence.

4. *Atmosphere.* The same principle applies to the general office spirit. It should be watched and controlled. There seems to be something about the advertising man's job that gets him kicked around the office for the purpose of absorbing and utilizing the opinions of everyone present. Whatever the merits of that system may be, the vital question is the honesty of the opinions.

An office atmosphere must be cooperative and friendly, and conferences must be restricted to the presentation of viewpoints that are informed and sincere. I can hear many an advertising man ha-ha at that, but I have a right to be Utopian, haven't I, in an imaginary selection of office and boss? I am thinking especially about the pathological meddler who belligerently upsets every theory proposed because that's the way his liver works. This species can become a



means a plus factor to circulation

Page Size?
Impressiveness?
Visibility?
Position?
Reader Interest?

When you buy advertising space, do you consider these factors? Of course!

The Meredith Publishing Company, for guidance in spreading its own appropriation, asked 486 experienced unprejudiced judges (important agency executives) which of several publications they liked enough to read regularly.

Printers' Ink led its contemporaries by from 10% to 78%.

BUT—

On the question of the plus factors (in which would they be most likely to see Meredith's advertising) the lead jumped. It ran from 27% to 92%.

There seems to be something to the small page size convenience and readability.

Incidentally, have you noticed lately what the Readers' Digest circulation has climbed to? Another example of a publication built for the convenience and use of its readers.

**N. B.—Maybe our advertisers already appreciate this.
Printers' Ink shows 16.6% gain in advertising
volume 1st 8 months 1934.**

vindictive trouble-maker without parallel. Why should he be permitted to sit in to talk about the ticklish psychological problems involved in profitable advertising and selling?

5. *Authority.* One last point which interlocks with all the others. No one can do a job unless he knows what the job is. It is especially vital to the advertising man that his duties and his authority be exactly defined. Where this is misunderstood or continually shifted, a man begins to feel uneasy and hopeless. There is overlapping of responsibility, and jealousies and quarrels of a most destructive nature will arise.

The most favorable atmosphere for the advertising man's work, it seems to me, is one where he knows exactly what he is expected to do, and knows that someone is 100 per cent behind him and is putting complete faith in him. This has the effect of giving him a feeling of responsibility and of making him do his best possible work.

How so many business leaders can hire a man and immediately proceed to buck him, criticize him, and generally grind down his creative spirit, passes understanding. The rule of almost all really successful men is: Be sure you have the right man, then back him to the limit with help, confidence and authority. Several of them have used almost the same words in expressing the fact that they attribute their success to hiring men who knew more than they did.

My story may sound like a catalog of personal complaints. Naturally, such things must be partly autobiographical. I have worked under several types of bosses, and I know from practical experience as well as from practical books what qualities in a boss bring out my most effective work. I am submitting these thoughts with the idea that it will interest both advertising men and higher executives who would appreciate a brutally frank expression of one advertising man's viewpoint.

Publishers' Tournament

EVENTS and winners of prizes in the golf tournament held by the National Publishers Association at its annual meeting at Shawnee-on-Delaware, Pa., last week follow:

Thirty-six holes: First low net, George C. Lucas, National Publishers Association, net score 152; second low net, Phillips Wyman, McCall Company, net score 152; third low net, T. J. Buttikofer, International Magazine Company, net score 157; and low gross, Marvin Pierce, McCall Company, gross score 168.

First eighteen holes: First low net, C. J. Baker, PRINTERS' INK, net score 75; second low net, Roy McLarty, Curtis Publishing Company, net score 77; third low net, John C. Sterling, McCall Company, net score 77.

Second eighteen holes: First low net, Merle Thorpe, *Nation's Business*, net score 77; second low net,

William B. Warner, McCall Company, net score 80; third low net, F. L. Wurzburg, Condé Nast Publications, net score 81.

Blind bogey (number drawn 71) J. H. Moore, Robbins Publishing Company. Driving contest, R. Luchars, *Machinery*. Guest Contest, Harry Lee, Simmons Boardman Publishing Company, net score 72.

Results of the tennis tournament: Finals, Roy Dickinson, PRINTERS' INK, defeated C. J. Baker, PRINTERS' INK, 6-4; 6-2. Semi-finals, Mr. Dickinson defeated F. C. Beekey, 6-0; 6-1. C. J. Baker defeated P. Wyman, 6-4; 7-5.

As reported last week, the association re-elected its present officers and five of its present directors, newly elected directors being Fred O. Bohen, Meredith Publications and Albert L. Cole, of *Popular Science Monthly*.

leaders
mediately
ize him,
is crea-
anding.
ly suc-
u have
him to
uce and
an have
in ex-
attribute
n who

a cata-
Natur-
partly
worked
es, and
erience
books
ng out
m sub-
th the
t both
execu-
ate a
of one
nt.

Com-
w net,
t Pub-
vn 71)
lishing
t, R.
Con-
Board-
, net
journa-
inson,
C. J.
; 6-2.
n de-
; 6-1.
yman,

asso-
fficers
ectors,
Fred
ations
popular



The "GO" Signal Is Set for the Advertiser in Cincinnati

DURING the past several years, when the "caution" (and sometimes the "stop") signal was frequently turned against the advertiser in most other cities, Cincinnati kept the welcome green light on. The bottom of the depression in Cincinnati would have been termed "fair" business in a lot of cities in the United States.

A fellow only half knocked down can get up in an awful hurry. That's what Cincinnati is doing. If you want to do business with this substantial market of citizens with the means of indulging their buying impulses, meet them half way—in the columns of their home-owned newspaper.

CINCINNATI TIMES-STAR

*Kellogg M. Patterson, 333 N. Michigan Ave., Chicago
Martin L. Marsh, 60 East 42nd St., New York*

Producer's Agent's Place in Industrial Marketing

How to Select Him and Get Best Selling Results

By John H. Frederick

Assistant Professor of Commerce, Wharton School of Finance and Commerce

THE manufacturers' agent may be defined as an individual or firm selling part of the output of certain producers of supplementing but non-competing products, with whom continuous relations are maintained; covering a limited territory to which he has exclusive rights for the products he represents; working on a commission basis solely; carrying no stock of goods as a rule; and soliciting orders on the basis of prices and terms dictated by the manufacturers whom he represents and who make shipments and bill orders directly to purchasers.

The principal function of the manufacturers' agent, therefore, is selling, and in many cases he takes the place of a manufacturer's own sales force.

Manufacturers' agents must not be confused with brokers. While manufacturers' agents perform a similar service, that of negotiating transactions between buyers and sellers, they are not brokers in any sense of the word, since they represent only the sellers of various products. A broker may represent either the buyer or seller, or both, in a given transaction. Brokers, moreover, are not bound to any set of clients, and their relations with any one client are not continuous as are the relations between manufacturers' agents and their principals.

Neither should manufacturers' agents be confused with selling agents who perform the selling function, as do manufacturers' agents, but differ from them in that they normally handle the entire output of the manufacturers whom they represent, have no limits placed on their sales territories, and have either full or con-

siderable authority with regard to prices, terms of sale, etc. Sales agents, moreover, frequently finance their clients and offer assistance in connection with advertising and promotional activities.

The manufacturers' agent in industrial marketing is sometimes referred to as a non-stock-carrying distributor. This is incorrect as the non-stock-carrying distributor usually handles a variety of lines on a commission basis, some of which may be competing. The manufacturers' agent, on the other hand, usually handles a limited number of non-competing, but supplementing products.

Not to Be Confused with Industrial Distributor

Under no circumstances should the manufacturers' agent be confused with the industrial distributor (sometimes referred to as the mill supply house or the jobber). The distributor performs many more of the marketing functions than do manufacturers' agents. In the first place, distributors, except in the case of consigned stocks, own the products which they offer for sale. Secondly, distributors maintain storage space sufficient to carry a stock of the various products sold. Thirdly, distributors maintain a delivery service. Lastly, distributors assume the credit and other risks incident to the business of assembling certain lines of products in large lots and re-distributing them in smaller quantities to industrial users and others.

Machine tool dealers are sometimes referred to both as manufacturers' agents and as industrial distributors. Both terms are incorrect because, while the machine

tool dealer is a middleman possessing some of the characteristics of these other middlemen, he occupies a distinct position in industrial marketing.

The machine tool dealer is one who maintains an organization of technically trained and experienced men to sell specialized products in the machine tool field. These salesmen are, as a rule, more highly trained and experienced than are the salesmen of most industrial distributors, so that a relationship exists between them and their customers such as does not prevail between the customer and the industrial supply salesman. In fact, it may be said that the machine tool dealer is not merely engaged in selling machines; but that he is selling personal advice and counsel. His rise or fall in the trade depends on his ability to render service and to keep in touch with the production requirements of his customers.

Assumes Financial Responsibility

The machine tool dealer usually represents a number of non-competing manufacturers on an exclusive basis, although he may sometimes sell a number of open or non-exclusive lines as a service to his customers. In addition, the machine tool dealer assumes financial responsibility for his sales, although he does not always carry machines in stock. This fact causes him to differ from the manufacturers' agent.

Another characteristic of the average machine tool dealer, which seems to place him in a separate category, is that he frequently acts just as much on behalf of the buyer as he does on behalf of the seller, and so does not in every case exclusively represent the producer of the product which he is selling.

During the last few years the number of manufacturers' agents handling various lines of industrial products has greatly increased. This is due to the fact that many men who have been released as full-time salesmen representing a single manufacturer have entered the agency field, with the result

that in most trading areas the number of new agents which have sprung up is greater than the number of manufacturers desiring this type of representation. It has been estimated that the following lines of industrial products are at the present time handled by the numbers of manufacturers' agents shown:

Power and transmission equipment	200
Small tools and supplies ..	3,000
Portable electric tools	500
Automotive supplies	350
Machine tools	200
Power plant and pumping equipment	100
Heavy hardware	1,000
General lines of shop supplies ..	1,000
Electrical supplies	2,000
Materials handling equipment ..	150
Plumbing and heating supplies	3,000
Contractors supplies	275

From the above classification it will be seen that the use of manufacturers' agents is not confined to any one type of industrial product. Neither is the use of manufacturers' agents confined to producers of any particular size, since some of the largest and many of the smallest manufacturers of industrial products have found that they could distribute most economically and efficiently through these middlemen.

There are only two valid reasons why manufacturers employ manufacturers' agents: (1) To lower their selling costs; (2) To obtain more effective distribution. During the last few years, for example, many manufacturers, faced with declining sales, have found it necessary to curtail their own sales organizations and, where territories could not support their own full-time salesmen, have made use of manufacturers' agents handling allied but non-competing lines.

On the other hand, most of the lines of industrial products handled by manufacturers' agents are also carried by industrial distributors. The question naturally arises as to why manufacturers should use both methods of distribution for the same lines of products. The

answer is that even in lines where industrial distributors are well established there are some producers of such products who prefer to use manufacturers' agents in contacting industrial users in order to obtain more effective distribution. This is particularly true when the product is a specialty and as such requires specialized selling.

Producers of specialties seem to feel that it is practically impossible to train the sales forces of a large number of industrial distributors to present their products properly, due largely to the fact that distributors' salesmen must be conversant with sometimes as many as 5,000 different items which are carried in stock. The result is that few if any lines handled through distributors receive as much sales effort as is necessary to attain a maximum amount of business.

The manufacturers' agent is felt to be more effective because he has fewer lines to sell and can thus give more attention to each; and, since he works on a commission basis it is also felt that he is more

likely to seek out business instead of following the beaten path that is trod by most distributors' salesmen.

Another use for manufacturers' agents arises out of the fact that the industrial market as a whole is constantly changing. It frequently happens that both large and small producers of industrial products see new markets develop that cannot be covered with their existing sales organization. Some of these firms can afford to develop a sales force to cover such new markets, but for others this is impossible.

It is at this point that the manufacturers' agent most often enters into a given sales or distribution plan. It is no reflection on manufacturers' agents to say that the lack of capital and experience in creating sales organizations, on the part of manufacturers, is responsible for the selection of such agents in a considerable number of cases where distribution is obtained in this manner.

Those manufacturers who dis-



BEST SELLER
A Short Short Story

Month after Month ESQUIRE'S newsstand sales at 50¢ per copy are larger than those of any other magazine selling at or above 35¢.

instead
h that
sales-
turers'
ct that
whole
t fre-
large
lustrial
velop-
n their
Some
to de-
r such
ers this

the man-
enters
bution
manu-
at the
nce in
on the
esponsi-
such
ber of
tained
o dis-

tribute through agents appear to do so because of one or more of the following advantages which they feel they thus secure:

1. Since the manufacturers' agent operates on a commission basis he is more economical than salaried salesmen and creates no overhead to be absorbed by the manufacturer when business is poor.

2. Some manufacturers feel that their product is pushed with greater vigor by a manufacturers' agent who is working on commission only, than by a distributor's salesman or a manufacturer's own salesman on a salary.

3. Some manufacturers use manufacturers' agents because they are in a position to regularly keep in touch with industrial buyers in their territory, for they have a number of products each affording a reason for calling. Moreover, they can often use a lead developed by one of the manufacturers whom they represent to obtain an order for another of their products.

4. The manufacturers' agent is frequently able to quote on, and

sell, combined contracts covering a number of allied products, thus possibly including a certain product which might otherwise have had little chance of adoption.

There are a number of disadvantages which have deterred manufacturers of industrial products from making a greater use of manufacturers' agents in spite of their obvious economy from the standpoint of compensation. These may be summarized as follows:

1. The commission paid manufacturers' agents must be high enough for them to make a good profit over and above their expenses of doing business or they will not be interested in an account. Some manufacturers feel that the commissions demanded are so high that they might as well employ a sales force of their own.

2. Since manufacturers' agents pay all their own expenses they frequently hesitate to take long and expensive trips to see a prospect unless reasonably sure of securing an order. Some manufacturers feel that many good leads are

LITERATURE
FOR MEN

OCTOBER

50c per copy

not followed properly for this reason and that business is lost. Being independent the agent is, moreover, likely to follow the path of least resistance and work hardest on the accounts offering the easiest, most profitable and immediate sales.

3. The selling activities of manufacturers' agents cannot be directed as readily as can those of salaried salesmen. In other words, an agent must be asked to do things, he cannot be ordered since he feels that he is an independent business man.

4. Manufacturers' agents frequently attempt to carry too wide a range of products or to cover too large a territory. The more products an agent carries the less likely he is to concentrate on any one of them, and the closer he approximates an industrial distributor's salesman. If an agent attempts to cover too much territory his efforts are spread so thinly that his principals do not receive adequate representation.

5. Despite the fact that some manufacturers regard a manufacturers' agent as an important outlet because of his ability to sell combined lots of allied products, others feel that this is a disadvantage because if such an agent loses a combined contract all the manufacturers whose products were included suffer. The result is that certain manufacturers represented by an agent lost business which might have been obtained by their own sales force specializing on their own products.

Some of the defects mentioned in connection with the use of manufacturers' agents can be at least partially eliminated if the manufacturer, contemplating the use of such middlemen, will give attention to the following:

1. The best results are generally obtained from manufacturers' agents who select the lines to be handled from the standpoint that one line must be supplementary to the others; that every customer called upon must be a potential buyer of all the other lines handled; and that the price and quality of the line insures repeat orders at the lowest possible selling cost.

2. The producer of an industrial product contemplating the use of manufacturers' agents should investigate the distribution methods used by his competitors in the field which he contemplates entering. If he finds that these competitors have been using direct salesmen, with years of training and experience in handling the particular product, he had best do the same. On the other hand, if some of his competitors are reaching the same field with manufacturers' agents, it is safe for him to do so also.

3. Once having decided to use manufacturers' agents the manufacturer should give the method plenty of time to prove itself either a failure or a success before making a change.

4. A manufacturer should exercise the same care in selecting an agent as he would in selecting a salaried salesman. One of the reasons why some have had unsatisfactory experience with agents is that they were selected in a most haphazard fashion. Sometimes a list of agents has been secured from a trade paper in the field in which the manufacturer is interested. At other times advertisements have been inserted in trade papers requesting agents to get in touch with the manufacturer desiring representation.

Both of these methods have proved unsatisfactory both for manufacturers and for agents. The difficulty seems to be not in finding good salesmen among the manufacturers' agents available, but in finding a good one who has the type or kind of experience required; who calls on the particular trade in which the manufacturer is interested; and who is well acquainted with the buyers in that trade.

5. The rate of commission paid to manufacturers' agents should be a matter of very careful consideration. The rate will vary, of course, with the product; its character and price; whether there is much competition from other similar products; whether much or little missionary work is required from the agents; the size of the average

sale; business; agent; cover; consider.

The agent; likely; even been; econ- turer; rapid.

As devel- hite

Winn

Geo- prize; the V. ciatio- Chicago; was who of 82

Fin- Ned Sper- guest; V. C. McG- low

The made man secon lace McN burst and winn place H. A. Mac

H. G.

Mi- tising; recent; Com- ental; joined; ner & An- agenc- ecutiv- Tobie

Ha- now Hats both

App- Below; Mach- appo- Agen- adve- mail

industrial use of methods in the enterprise's commercial direct training the partners to do the job if some thing the manufacturers' do so

to use manu-
method
if either
are making

ould ex-
electing
electing
of the
had un-
agents
a most
times a
secured
field in
s inter-
advertis-
in trade
to get in
er de-

s have
th for
nts. The
finding
manu-
but in
has the
nce re-
particular
acturer
is well
in that

on paid
ould be
considera-
course,
ter and
h com-
prod-
le mis-
om the
verage

sale; the possibility of repeat business; and the expense to which an agent would be put in effectively covering the sales territory under consideration.

The place of the manufacturers' agent in industrial marketing is not likely to become less important even though some predictions have been made to the effect that "the economic function of the manufacturers' agent is disappearing rapidly."

As long as industries continue to develop in sections of the country hitherto unsold; as long as new

markets for industrial products are developed by manufacturers' research and promotion departments; the need for good manufacturers' agents, operating on a commission basis, will be increasing rather than diminishing.

The producer of industrial products who bears in mind the fact that his distribution chain is no stronger than its weakest link, and uses the same care in selecting an agent that he would use in picking a salaried salesman, is likely to profit from the use of these middlemen.

* * *

Wins Chicago Tournament

George H. Hartman won the low gross prize in the September tournament of the Western Advertising Golfers' Association at the Exmoor Country Club, Chicago, last week. His winning total was 81, just ahead of Merrill M. Lord who took second award with a card of 82.

First low net honors were won by Ned Doyle, 85-18-67, with Don D. Sperry, 93-21-72, as runner-up. The guests' low gross prize was taken by V. C. Penticoff who shot 83. G. R. McGivern, with 93-22-73, won the low net honors among the guests.

The first low gross foursome was made up of T. S. Dowst, W. O. Coleman and Hartman and Merrill. The second place quartet consisted of Wallace Patterson, Don Heinly, William McNamee and Penticoff. Waldo Hawxhurst, James J. Aubrey, H. C. Wright and Mr. Doyle were members of the winning low net foursome. The second place combination was D. D. Sperry, H. A. Knight, Arthur H. Ogle and Mac Harlan.

* * *

H. G. & R. Adds to Staff

Miss Ruth McCloy, formerly advertising director of Fracy, Inc., and more recently with the National Broadcasting Company, and Miss Esther Harrow, recently with Lane Bryant, Inc., have joined the copy staff of Harrison, Gardner & Rothschild, New York agency.

Another addition to the staff of this agency is Ralph A. Meyer, account executive. He formerly was with Cramer-Tobias, New York.

Harrison, Gardner & Rothschild are now handling the advertising of Dalton Hats, Inc., and Worth & Worth, Inc., both of New York.

* * *

Appoint Midwest Agency

The Racine Feet Knitting Company, Beloit, Wis., and the Rockford Power Machinery Company, Rockford, Ill., have appointed the Midwest Advertising Agency, Rockford, Ill., to handle their advertising. Business papers and direct mail will be used on both accounts.

Anniversary Campaign for Kondon

The Kondon Manufacturing Company, Minneapolis, Kondon's Nasal Jelly and Kondon's Ephedrine Jelly, will mark its 45th anniversary, which occurs on October 1, by inaugurating one of the largest advertising campaigns in its history, according to T. N. Kenyon, founder of the business.

The campaign will consist of twenty weeks of advertising in twenty markets. Newspapers will be used in the cities covering these markets. In New York newspaper rotogravure will be used and in Chicago, a newspaper magazine section campaign. All of this advertising will be supplemented by a twenty-week Sunday magazine newspaper campaign.

The campaign is being handled by the Minneapolis office of Erwin, Wasey & Company.

* * *

J. G. Camp with SNPA

Joseph G. Camp is now with the Southern Newspaper Publishers' Association, Chattanooga, to handle labor matters primarily. He was with the Atlanta *Georgian-American* in various business office capacities for more than ten years and served several years as business manager. At the SNPA convention in May an assistant to the secretary-manager of the association was authorized because of the large increase in the activities of the association. It was decided to employ Mr. Camp as SNPA labor commissioner in order to allow secretary-manager Cranston Williams more time for other association activities.

* * *

Death of G. B. Ellison

George Bond Ellison, aged sixty-six, a member of the advertising staff of the Milwaukee *Wisconsin-News*, died at that city on September 3, following a heart attack.

* * *

Joins Des Moines Agency

King Park has joined the staff of Coles, Inc., Des Moines, Iowa, advertising agency.

CAB Grading Program

American Standards Association to Develop System of Standard Terms for Product Description

PUSHING forward vigorously with its plans for promoting grading, the Consumers' Advisory Board of the NRA has just announced that the development of a model system of terms for designating grades and qualities of commodities has been undertaken by the American Standards Association.

The aims of this study are described by the CAB in the following manner:

"The study should have for its main objective the setting up of a simple model method (or methods) of designating qualities or grades of goods. It should be carried out co-operatively by organized groups of consumers, producers, distributors, advertising and marketing specialists, and governmental agencies. The standard method to be set up should be applicable alike to consumer goods purchased at retail as well as in the wholesale markets, and to industrial products generally.

"It should not mislead or conceal facts from the consumer by piling up superlatives, or by the use of concealed top grades, or by similar devices, which the study clearly shows to be characteristic of most of the schemes now in use.

"It should be so simple as to be easily understood by the average housewife. It should be flexible, and easily introduced step by step as systems of grading are set up in new fields, and as old grading rules are revised."

That the ASA is in sympathy with the project is shown by the following quotations from a letter from P. G. Agnew, secretary of the association:

"This is an extensive and difficult undertaking. If, however, it can be carried out, even in limited fields, it will be of far-reaching importance in enabling consumers to know precisely what they are buying; in simplifying distribution

problems, and in promoting fair dealing.

"The American Standards Association will proceed promptly with the first stage of the proposed undertaking, viz: conferences with producer, consumer, distributor and governmental groups concerned, whose co-operation will be essential."

In the press release describing the new step, the CAB has the following to say about advertising:

"The vanguard of the advertising profession has been consistently aware of the urgent need further to enlighten the consumer by giving him more accurate information on the product. Consumer distrust of the advertising ethics which permit all products to be advertised as of highest quality could be dissipated were a series of grade names to become part of the advertising vocabulary. An accurate identification of grade is not incompatible with a colorful description of the many qualities incapable of standardization. Brands will always differ."

A Study of Forty-two Industries

Another recent release of the CAB is a 60-page mimeographed report with the title, "A Survey of the Terms Used in Designating Qualities of Goods." This survey is based on an extended study of forty-two industries showing grade and quality names in use and pointing out the difference in quality designation between industries. The recommendations which the Board makes on the basis of this preliminary survey are worth quoting.

It recommends a study which "should have for its main objective the establishment of a uniform terminology for designating qualities or grades of goods."

The recommendations continue: "It should be handled as a prob-

ANNOUNCING

A 10-DAY-

BEFORE-PUBLICATION

CLOSING DATE

The Atlantic Monthly recognizes the necessity of speed in announcing new models, price changes, new products and new policies.

Effective immediately, we will accept complete black and white plates in full size only up to the 10th. of the month preceding issue, provided that a definite non-cancelable space reservation is in hand by the 5th. of the month.

(Insertion of Book and Publishers' advertising received after the 28th. of the second preceding month can not be guaranteed).

PUBLICATION DATE: 20th. of month preceding.

CLOSING DATE: (non-cancelable black and white pages): 10th. of month preceding.

(Black and white page rate: \$420.)

You can reach more important people for less money with

THE
Atlantic



Most Quoted Periodical in America

lem in nomenclature, and should not involve technical work on technical grading rules for particular commodities. It should be made co-operatively by organized groups of consumers, producers, distributors, advertising and marketing specialists.

"The standard method to be set up should be applicable wherever practicable to consumer goods purchased at retail by people in everyday life, to these same goods as they pass through the wholesale markets, and to industrial products generally.

"It should inform consumers, not mislead them or conceal facts by piling up superlatives, by the use of 'concealed' top grades, or by similar devices, which the study clearly shows to be characteristic of many of the grading systems now in use.

"It should be so simple as to be easily remembered by the ordinary housewife.

"It should be flexible, and easy to introduce and revise.

"Above all, it should be a lan-

guage which means the same to buyer and seller.

"Our study has revealed the shocking fact that much of the terminology now in use means one thing to the seller and a very different thing to the buyer. If the buyer takes the words at their face value, he is frequently misled into believing the goods to be one or two grades higher in quality than they are in fact. This is true even in those relatively advanced, though limited, fields in which supposedly informative terms have been developed.

"In the belief that agreement upon a model method of designating quality would constitute one important step toward a common language for buyer and seller and the elimination of much unfairness between producer and consumer, the Board is requesting the American Standards Association to undertake the development of such a model terminology with the co-operation of the consumer, commercial and governmental groups concerned."

*When an advertiser uses
24 sheet posters, he recognizes
the value of repetition!*

POSTERS ERIE DISPLAYS

same to
ealed the
h of the
means one
very dif-
f. If the
their face
risled into
e one or
ality than
true even
advanced,
hich sup-
ms have

greement
designat-
tute one
common
eller and
nfairness
onsumer,
the Amer-
n to un-
f of such a
er, com-
l groups

To Explain Banks to Public

Financial Advertisers Association Adopts Program to Interpret Services to People

PLEDGING themselves to put their experience and ability behind a program of public banking education, the members of the Financial Advertisers Association held their annual convention in Buffalo last week.

With a desire of seeing themselves as other people see them, members of the association invited speakers to explain the viewpoint of the average man, the business man and journalist. Each speaker pointed out the necessity of advertising to stress the importance of the sound banking system.

As the climax of the convention the members passed resolutions "to utilize the collective knowledge and experience and such ability as we may possess in the furtherance of a comprehensive program of public bank education" and "to extend to all other divisions of the banking industry a full and complete co-operation in the promotion of such a program of public banking education."

In his inaugural address, the newly elected president, I. I. Sperling, assistant vice-president of the Cleveland Trust Company, stressed the fact that financial advertising cannot, without violating the spirit and principles of banking ethics, be used as a gun to shoot at competition.

"Rather," he said, "as a wall that breaks a bank and its customers. Such a wall may not add one cent of profit in times like these, but it is a wall that protects a bank and its customers."

Harry B. Hall, vice-president of the American Appraisal Company, Milwaukee, who spoke for the business man, said that the great need of the moment is to convince the general public and the business public that the bank is functioning as a bank and not as a storage warehouse.

"The public, and particularly the business public," he said, should



Blank & Stoiler

I. I. Sperling, elected president

have more information, more facts on what banks are doing these days besides taking in money, if any.

"Obviously defensive publicity is not necessary, no apology or excuse is desirable. All the business public wants is information."

Harrison Jones, executive vice-president of the Coca-Cola Company, speaking for the average man, suggested that the bankers adopt a slogan which has been successful in his company. "If you're going to sell 'em, you've got to tell 'em."

In his opinion banks need a broad, searching light that reveals and brings into proper focus the responsibility of the bank and the ability of the banker to discharge that obligation.

"When a real job has been done to sell banks and banking to America," he said, "then it will be time to go ahead strenuously with the further task of selling the individual bank."

Talcott Powell, editor of the *Indianapolis Times*, speaking for the

press, outlined what information financial editors desire in order to build better relations between banks and newspapers.

In addition to Mr. Sperling, who succeeded Alva G. Maxwell as president of the association, the convention elected the following:

First vice-president, Robert W. Sparks, assistant vice-president, Bowery Savings Bank, New York; second vice-president, Thomas J. Kiphart, advertising manager, Fifth-Third Union Trust Co., Cincinnati; third vice-president, William H. Neal, vice-president, Wachovia Bank & Trust Co., Winston-Salem, N. C.

Fred W. Mathison, National Security Bank, Chicago, was re-elected treasurer, and Preston E. Reed, secretary.

Directors are: Alva G. Maxwell, Citizens & Southern National Bank, Atlanta; George O. Everett,

First Citizens Bank & Trust Co., Utica; Ernest L. Anderson, Rhode Island Hospital Trust Co., Providence; Miss Ruth H. Gates, State Bank & Trust Co., Evanston; Harold E. Choate, Liberty Bank of Buffalo, Buffalo; E. R. Brown, Huntington National Bank, Columbus; Allan Herrick, Security-First National Bank, Los Angeles; Roy H. Booth, Jr., National Shawmut Bank, Boston; C. Delano Ames, Maryland Trust Co., Baltimore; Albert E. Felsted, First National Bank, St. Paul; Stephen H. Field, Barnett National Bank, Jacksonville; A. Key Foster, Birmingham Trust & Savings Co., Birmingham; Jacob Kirshner, U. S. Trust Co., Paterson, N. J.; Wm. G. Rabe, Manufacturers Trust Co., New York; G. L. Spry, Huron & Erie Mortgage Co., London, Canada; John E. Wright, Fidelity Trust Co., Pittsburgh.

* * *

Squibb Consignment Plan

As a move toward stabilization of prices, E. R. Squibb & Sons are adopting a consignment sales plan. The plan, as described by Carleton Palmer, president, is this:

"Squibb makes a consignment of its products to selected wholesalers. This in itself is not a new idea. Others have employed consignments. But this is not all of the program. Squibb, in addition, enables the wholesaler to supply the retailer on an order of \$5 or more for two or more Squibb Home Necessities at a discount of 10 per cent off the list price.

"Why, you will ask, this \$5 order? Why not make the 10 per cent applicable to the whole Squibb line, on purchases of \$1 or \$5 or on the purchase of one item? The answer is obvious on analysis.

"To give 10 per cent off on Squibb Advertised Products irrespective of quantity would result in a reduction of the code minimum. Squibb does not intend that its products be sold at code minimums but it does not intend

to lower code minimums under any circumstances. Under code definition cost is defined as the manufacturer's price through the wholesaler in dozen quantities.

"Under the new Squibb program the per dozen price, for example, on Mineral Oil would be \$6, fixing a minimum code price of 50 cents a bottle. Since the price through the wholesaler in dozen quantities is not altered by the \$5 order, this minimum code price will not be changed. Squibb's suggested minimum of 59 cents will also continue but the retailer by obtaining a 10 per cent discount on a \$5 order consisting of two or more items will be certain of obtaining satisfactory profits."

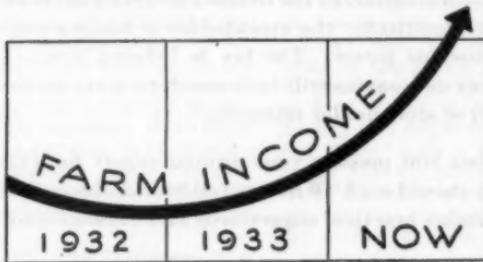
The plan is being put into effect immediately in nine cities: Boston, Philadelphia, Baltimore, Washington, D. C., Atlanta, Rochester, N. Y., Cleveland, Dayton and St. Louis. A tenth area—Los Angeles—is to be added soon.

A large campaign in newspapers in these cities starts on October 13.

Trust Co.,
on, Rhode
Co., Prov-
ates, State
ton; Har-
Bank of
t. Brown,
k, Colum-
urity-First
ales; Roy
Shawmut
no Ames,
altimore;
National
n H. Fi-
ank, Jack-
Birming-
Co., Birm-
r, U. S.
J.; Wm.
Trust Co.,
Huron &
don, Can-
Fidelity

Space

should be checked now---
*to parallel consumer income
changes*



Farm income is estimated 2 billion dollars over 1932... 29.3% over 1933. The increase is far greater than that of city incomes... a condition that will continue until city wage levels take a sharp upward turn.

Sales promotion efforts to consumers should now be directed to farm women who, like city women, do most of the buying of household commodities. As she has always bought at stores in small cities and towns there is no dealer problem involved. Simply use space reaching farm women.

THE FARMER'S WIFE

*The woman's magazine with the fastest growing
reader income. A million circulation*

CHICAGO

ST. PAUL

NEW YORK

To Corporation Executives:

● You have been advised and warned for many years that the time was coming when your stockholders would demand to be taken into your confidence. You have been told that complete reports are a good investment.

"Little by little," declares Andrew M. Howe, associate editor, in the October issue of PRINTERS' INK MONTHLY, "the stockholder is finding ways to use his power. The law is helping him . . . Many companies still have much to learn in the field of stockholder relations."

Before you prepare your annual report for 1934 you should read "What to Tell Stockholders." It contains practical suggestions and reasons-why.

In May, 1933, "Management's Latest Problem: The Belligerent Stockholder," Mr. Howe offered sixteen suggestions for building and holding stockholder good-will. It is interesting to note that five of these are included in the report of the Committee on Statistical Reporting and Uniform Accounting for Industry just submitted to the Department of Commerce.

Suggestion to Advertising Agents:

● You should take an interest in the reports your clients send to their stockholders. At present, as is pointed out in this article, "treasurers and auditors who know nothing of psychology are entrusted with the job of telling some thousands of people what is what and why." "What to Tell Stockholders" will enable you to help corporation executives with one of their greatest problems.

"Don'ts" for Salesmen

Suggestions Addressed to Business-Paper Salesmen Which Hold for Any Field

By C. A. Musselman

President and General Manager, The Chilton Company

*D***O**N'T be out of harmony with the company that you represent. *D***O**N'T think that the policies which emanate from the home office are always wrong. *D***O**N'T fail to realize that the executives of a corporation see the complete picture. *D***O**N'T overlook the fact that the officers of a corporation are supposed to produce profits. *D***O**N'T fail to understand that the opportunities for salesmen are based largely upon the success of the enterprise they represent. *D***O**N'T think loyalty to a company is an incidental consideration. *D***O**N'T overlook the fact that teamwork is essential to achievement in a competitive field.

*D***O**N'T feel that brilliancy is a substitute for industry. Over thirty years in the publishing business has thoroughly demonstrated to me that the hard worker is usually the man with the best record. *D***O**N'T think, however, that industry is the only attribute necessary to success, because knowledge of your field and a certain amount of ability are essentials.

*D***O**N'T think your prospect owes you anything. Remember your solicitations are primarily based on a selfish motive—to obtain something for yourself; but you must give in order to receive, if you wish to win your customer's favor.

*D***O**N'T think your prospect is as much interested in the merits of your products as he is concerned about disposing of his own; and be prepared at all times to show him how to advance the interests of his business, not yours.

*D***O**N'T talk about your hobbies and babies, but rather about the prospect's hobbies and babies, for

it is your job to be interested in his affairs and not your own.

*D***O**N'T become discouraged, for a smile will win when a long face will bring defeat. We have all had troubles—plenty recently; and orders have been difficult to obtain; but the prospect is not the slightest bit interested in your problems.

*D***O**N'T miss the opportunity of today by postponing your calls until tomorrow. Many salesmen quit at four o'clock in the afternoon, fearing they might miss their prospect if they made a late call. *D***O**N'T forget that the percentage of contracts signed is based upon coverage and that the time you lose today cannot be made up tomorrow.

Solicitation over the Telephone

*D***O**N'T solicit by telephone. It may be desirable to make appointments by this method, but nine men out of ten resent a long conversation over the phone with a man trying to sell him something. *D***O**N'T overlook the fact that you never know, when you telephone, whether it may be inopportune and your prospect attending a meeting or engaged in some important business.

*D***O**N'T think America's prosperity is a thing of the past, and sympathize with your prospect who wishes to give the impression that he is a pessimist. At heart every business man is hopeful and wants cheerful news even though he may be spreading gloom.

*D***O**N'T argue, for in most cases the salesman who wins the argument loses the order.

*D***O**N'T do all the talking, and when you have the opportunity lead the conversation into the right channels—those subjects which interest the prospect, before being

Excerpts from a recent address before the Chicago Dotted Line Club of the Associated Business Papers, Inc.

insistent on having the name on the dotted line.

Don't forget that you are in a service business and that the selling of advertising is but one of the functions you have to perform. Business papers nowadays are expected to help advertisers merchandise their products and it is necessary for you to learn how this is done in order to be popular with your customers.

Don't knock your competitors. Comparisons sometimes are essential, especially if the prospect wishes to make them; but it is not necessary to be vindictive or unfair.

Don't make exaggerated claims.

Modest statements can be very effectual if you can convince your prospect that you are sincere.

Don't think that you are in the only line of business that has problems. When general business conditions improve, the selling of advertising will be easier; but salesmen in other lines are having just as many troubles as those which confront you.

Don't carry confidential tales from one person to another. After you have left, your prospect will regret that he told you anything in confidence, and ever after his statements will be guarded, for he knows that the dog that can fetch will also carry.

Trade-Mark Study

HIGHLY informative facts on the history of a number of nationally advertised trade-marks are given in "Nationally Established Trade-Marks," a study of 110 pages just completed by the Periodical Publishers Association. The book was formally introduced in New York on September 13 to a meeting of the Eastern sales forces of a number of magazines, and in Chicago, on September 17, to a meeting of the Western staffs of the same publications.

The meetings were presided over by Earl H. McHugh, advertising director of the International Magazine Company. John Sterling, vice-president of The McCall Company, presented copies of the study to the salesmen. It deals with factual information on 568 companies which own more than 700 trade-marks.

As of August 14, 1934, 316,178 trade-marks were registered in Washington. About 12,000 are registered each year, yet only a few ever become nationally established trade-marks. The book promotes the idea of trade-marking

and national advertising as a genuinely democratic process, a referendum to the consuming public.

In an earlier study, issued in 1923, and covering 300 trade-marks that then stood out conspicuously, the total number of companies represented was 267. Of these only 8, or 2.9 per cent are no longer in business today. Forty-four companies were sold or merged into other companies which meant, in many instances, that their trade-marks continued in active use.

At the meeting in Chicago and New York of the magazine salesmen, Frank Braucher, vice-president of the Crowell Publishing Company and president of the Periodical Publishers Association, spoke on the history of the association, which is the descendant of the Quoin Club, and of its standards and achievements.

These meetings, the first of a series, were attended by salesmen of *American*, *Collier's*, *Cosmopolitan*, *Good Housekeeping*, *McCall's*, *Red Book* and *Woman's Home Companion*.

Joins McConnell & Fergusson

Douglas Philpot, active for years in food advertising with Canadian agencies, has joined the Toronto office of McConnell & Fergusson.

"Medical Record" Names Young

Arthur C. Young has been appointed advertising manager of the *Medical Record*, New York, succeeding George Hoyt, resigned.

very efficient
in the
business
of
having
as those

ial tales
er. After
pect will
thing in
ter his
d, for he
can fetch

is a genu-
a refer-
public.
ssued in
de-marks
ciously,
nies rep-
ese only
longer in
ur com-
ged into
neant, in
r trade-
use.

rago and
the sales-
ce-presi-
ublishing
of the
association,
associa-
ent of the
standards

rst of a
salesmen
smopoli-
McCall's,
s Home

oung
appointed
dical Rec-
orge Hoyt,

Oil Supplements Agriculture



in lifting Texas' Major Market
above the general pre-autumnal
recovery levels. Not all the in-
come eggs are in the farm basket of

The Dallas Trade Area

consisting of 38 counties, with approxi-
mately 1,500,000 population in Northeast
Texas.

Oil and the distribution of commodities are
making a fine showing. Incidentally, farm
income itself is estimated as close to the level
of last year's gross, despite dry weather
which was recently broken by rains.

Oil Income of First 6 Months of 1934 Nearly Doubles That of First Half of 1933!

The following figures, released by the Texas Railroad
Commission September 1, cover oil production and in-
come in the great East Texas oil field . . . the Van field
. . . and the older fields of the Dallas Trade Area, such
as Mexia, Powell, Boggy Creek, Richland, Wortham,
Currie and Corsicana.

1933—First 6 Months—

Total—95,375,500 Barrels.

Value, at 50 Cents a Barrel—

\$47,687,750

1934—First 6 Months—

Total—91,132,847 Barrels.

Value, at \$1.00 a Barrel—

\$91,132,847

Dallas, the trading center of this area, receives a major part
of this oil income from operators, land-owners and royalty
owners. Dallas, itself, is the home of huge oil supply com-
panies, several of the major oil companies and a host of
independents. Dallas is the Southwest's oil capital.

The Dallas Morning News The Dallas Journal

"Texas' Major Market Newspapers"

JOHN B. WOODWARD, Inc., Representatives

Also Publishers of
The Semi-Weekly Farm News

Owners and Operators of
WFAA—50,000-Watt Radio Station

That Co-operative Gap

(Continued from page 10)

and the Scandinavian countries, also Nordic. With some agility they are able to jump to the other side of the fence and point out that even if it is against the spirit of the Nordic American we cannot overlook the fact that this country has a large foreign population and a still larger population whose basic psychology is foreign rather than American.

Answer to the Management Argument

When the difficulty of getting good management is brought forward as an argument against co-operatives, their supporters point out that poor management has been a conspicuous reason for the failure of average retail outlets. They contend, with a great deal of justice, that one of the highest taxes on the consumer and on business generally has been laid there by inefficient management of retail stores.

They see no reason why it is not as easy to get good co-operative management as it is to get good chain management and refer to the fact that in other countries the heads of co-operative groups are among the keenest merchants of those countries.

The national manufacturer must study this movement from several angles.

First, he has to realize that whether or not the movement grows rapidly in the next few years even today co-operatives represent a reasonably important segment of the consumer market.

In the second place, if the manufacturer dislikes the co-operative idea and sees in it inefficiencies that will eventually hinder the economic flow of merchandise to the consumer, what is he going to do about it? Certainly he won't accomplish a great deal by calling it un-American or bellowing at it as a socialistic movement. His reasoning against it must be much

more cogent than that. The co-operatives have a great many weaknesses which some of the leaders in the movement are not at all reluctant to admit. He should study these.

The manufacturer should reckon with the growing consumer discontent and realize that those who are fostering co-operatives are, for the most part, bitter and outspoken enemies of advertising and branded merchandise. The chains' antagonism toward advertised brands was largely based on their desire to get a high profit out of private brands. The antagonism of certain leaders of the co-operative movement is more deeply emotional than that and, therefore, much more bitter and difficult to cope with.

Manufacturers should also realize that in foreign countries and in Sweden, particularly, co-operatives have used their own manufacturing plants as clubs against privately owned organizations.

Luma Union Built a Factory

One striking example of this was the action of the Co-operative Luma Union, which built a model factory and began to sell electric bulbs in 1931. The net result was a drop in price from 37 to 20 cents. In 1933, according to Henry Goddard Leach, editor of *The Forum Magazine*, Luma sold 2,725,845 bulbs. Today, he says, Luma is owned jointly by the co-operative unions of four countries—Sweden, Finland, Denmark and Norway.

Parenthetically this suggests a significant possibility in the international development of the co-operative movement.

In a recent speech in Chicago, Mr. Leach pointed out how in Sweden the co-operatives have operated to check the rise of retail prices to the consumer. "Indeed," he says, "the Swedish co-operatives maintain that lower retail prices have greater demand

The co-
at many
of the
are not
mit. He

ld reckon
mer dis-
those who
s are, for
utspoken
l branded
antago-
brands
ir desire
f private
of certain
ve move-
onal than
ch more
e with.
lso real-
ries and
co-opera-
n manu-
s against
tions.

of this
operative
a model
electric
sult was
0 cents.
ry God-
e Forum
2,725,845
Luma is
operative
Sweden,
orway.
ggests a
the inter-
the co-

Chicago,
how in
es have
rise of
er. "In-
ish co-
ower re-
demand

and consumption—which make for higher commodity prices."

Manufacturers should also realize that the co-operative is neither essentially an agrarian nor an industrial movement. Today in New York City, for instance, there are a number of flourishing co-operative organizations. At the same time in the farm regions co-operatives are building up their membership. Theoretically, of course, the mutual insurance company and the building and loan association are co-operative in structure, although in actual practice very frequently they do not operate that way.

Does the co-operative mean the elimination of branded merchandise? This is the question that the manufacturer must eventually ask himself and must eventually answer.

The answer is, "No." Advertised merchandise can continue to flourish in a country where co-operatives are important. Today in Great Britain, for instance, co-operatives handle a large volume of advertised merchandise as they do in Sweden, although the latter country is not a good laboratory in which to study this question because of its small size.

There is nothing mutually exclusive about the co-operatives and advertised brands. The two terms become exclusive, however, if manufacturer and co-operative management set themselves up in two definitely opposed camps and refuse to have anything to do with each other except in mortal combat.

Today in this country most of the efforts of the co-operatives to do manufacturing have been avoided. Financially and in caliber of personnel the co-ops are woefully unfitted to cope with manufacturing problems. This, it must be remembered, may not always be true, however.

If advertised merchandise is the best in its line, and if it is manufactured efficiently at a right price, the management of co-operatives must handle it if they are going to be fair to their members. Of course, if that management is so antagonistic toward advertised

The ART DIRECTOR'S place

In the ADVERTISING picture

Is an IMPORTANT one.

HE will, if worth his SALT,

Make ART help to SELL.

The use of genuine GOLD LEAF

Should be ONE of the

TRICKS of his TRADE

GOLD LEAF for BOOK

STAMPING, CATALOG COVERS

WINDOW & TRUCK LETTERING

Imparts an air of QUALITY

And IS very ECONOMICAL

Made by HASTINGS & CO.

819 FILBERT ST., PHILA., PA.

Gold Beaters Since 1820

Working Art Director

WANTED

by general offset printing corporation. Only an experienced high-grade man will meet our needs. Must be a fine artist himself and capable of directing others in the design and preparation of window and counter displays, special cut-outs, as well as the full range of advertising display material.

Reply fully in confidence stating past and present connections.

Address "T," Box 257, Printers' Ink

CLOSE TO CLOSING?

Plan to use AIR EXPRESS. Let plane speed give you hours-days—for perfecting work. Save overtime.

NEW LOW RATES NOW IN EFFECT

Express carried in high-speed multi-motor passenger planes. One express receipt covers Nation-wide Air, Air-Rail Service. Ship prepaid, collect, or C. O. D.

PHONE

AIR EXPRESS DIV. OF RAILWAY EXPRESS AGENCY

For free pick-ups, rates and information or any

UNITED AIR LINES or
WESTERN UNION OFFICE

brands that it can see no good in any of them, it will seek any ways and means to avoid handling them. This may lay a tax upon the members of the co-operatives, but it will serve to foster the socialistic ego of the co-operative management.

As yet, the co-operative movement does not constitute a serious threat to advertised merchandise. Neither did the chain movement in 1910. Anyone, however, who will look back over the history of manufacturer-retailer relations since 1910, will realize how thoroughly the growth of the chain has contributed to changes in the complexion of business.

Manufacturers would have saved themselves millions of dollars had they studied the chain movement logically and without prejudice. It is possible that they will save themselves more millions if they will study the co-operative movement as they should have studied the chains.

The question is not whether the co-operatives can exist in that peculiar atmosphere which we are informed surrounds the American citizen. The question is not whether the co-ops are un-American. The question really is whether the ground is now so prepared that there is likely to be a flowering, however temporary, of the co-operative movement. If such a flowering is to take place, the wise manufacturer should know about the movement.

Finally, if the co-op movement is uneconomic and will work to the eventual harm of the consumer, it is up to the manufacturer, among others, to study the movement so that he can create as convincing arguments against it as the supporters of the movement are able to create for it.

+++

Sponsors "Network Headliners"

The F. Wallis Armstrong Company, Philadelphia, has started "Network Headliners," a daily listing of radio programs which will appear in leading papers in thirty key cities, starting September 30. Appearing as advertising in these newspapers, it will give the time, name of program, a brief description, and the name of the sponsor of those manufacturers who buy space in the listing.

Death of Henry Cabaniss

HENRY H. CABANISS, former publisher of the Atlanta *Journal* and former vice-president of The Associated Press, died at Atlanta last week after an illness of several months. He was eighty-six years old. In addition to the *Journal*, Mr. Cabaniss conducted several other newspapers in the days of Henry Grady and Joel Chandler Harris. He published the *Journal* from 1887 to 1903 and was a member of the staff of the paper at the time of his death.

Mr. Cabaniss was an organizer and a former president of the Southern Newspaper Publishers' Association. He had been a newspaper man since the close of the Civil War, during the last months of which he served on the staff of General Gustavus W. Smith. He bought the Atlanta *Journal* in 1887 in association with a group of other Atlantans.

While serving as business manager of that newspaper, he assisted in the organization of The Associated Press, becoming a friend of Melville E. Stone, Whitelaw Reid and Victor F. Lawson. From 1903 to 1905, he was publisher of the Augusta *Chronicle*. He was assistant secretary of the Georgia Senate for eighteen years.



New Addresses

George T. Hopewell, publishers' representative, has moved his New York offices to 415 Lexington Avenue.

Universal Radio Productions, electrical transcriptions and radio recording, will move to the Lake Michigan Building, 180 N. Michigan Avenue, October 1.

Greig, Blair & Spight, Chicago, have opened a Detroit office in the New Center Building. J. Curtis Willson is in charge.

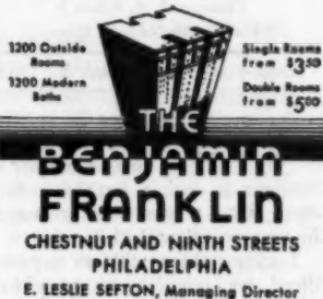


Arthur W. Towne Advanced

Arthur W. Towne has been appointed manager of the San Francisco division, parent house of Blake, Moffitt & Towne, paper merchants. He is a representative of the third generation of his family active in the management of the company. He has been with the company since 1916.

PHILADELPHIA'S MODERN HOTEL

The host of unusual little luxuries and personal services through which the Benjamin Franklin recognizes, and treats, each guest as a definite individual — plus a new and livelier tempo — make this a really different hotel. Reasonable prices — another "modern" attraction.



BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Sept. 20, 1924

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell
John Irving Rowell, Editor and President
1908-1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice - President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
George S. COMPTON, Manager.

GOVE COMPTON, Manager.
St. Louis Office: 915 Olive Street.
A. D. MCKINNEY, Manager.

A. D. MCKINNEY, Manager.
Pacific Coast: **M. C. MOGENSEN, Manager.**
San Francisco, Los Angeles, Seattle, Portland.

San Francisco, Los Angeles, Seattle, Portland.
Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.
Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a word, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

Chicago: P. H. Erbes, Jr.
London: McDonough Russell

NEW YORK, SEPTEMBER 20, 1934

A State of Mind

business in such a healthful state, there is not a greater improvement in the general outlook?

Looking about with an unprejudiced eye, one sees an anomalous condition. On the one hand things seem to be set for an all-round improvement. Bad situations are being cleaned up; stocks of merchandise are almost unprecedentedly low; and, to quote Roger Babson, "the business cycle is naturally working itself out."

Furthermore, the Federal Housing project is sure to have an enormously beneficial effect. This is the one policy of the Roosevelt Administration that even the President's most rabid opponents look upon favorably. *PRINTERS' INK* has been told enough about this thing in confidence to be able to

predict that when it gathers full headway there will be a beneficial effect worked upon business that will cause some people to rub their eyes in wonder.

Why, then, the ultra-conservatism? Why are not merchandisers fighting more vigorously and confidently?

The apparent answer is that business men are afraid—afraid principally of what the Federal Government may or may not do.

Mr. Babson suggests that a frank statement by the President at this juncture would serve to break the jam. Business men, knowing what to expect, either good or bad, could then go ahead and apply whatever force that might be needed.

That such a statement would help is of course beyond all controversy. But isn't it a strangely incongruous thing that business men should be standing around on tiptoe waiting for word from the summer White House?

Even though it is possible that the President administers his economics a bit too much from the sociological viewpoint, isn't it a pretty safe guess that he is not going to do or say anything—or permit anything to be done or said—that will make the path of the merchandiser more thorny and stony than it is?

Whether he talks or doesn't talk, therefore, there is a job to be done. Conditions are favorable for the successful consummation of this job. Further waiting will be deadly as well as useless.

Advertisers who are now standing at parade rest because of alleged uncertainty as to how far the New Deal may delve into sociology had better set themselves right as quickly as possible upon another branch of science, namely, psychology—their own psychology, that is. The present sluggishness is due partially to a state of mind, and this is thus to an extent unnecessary.

gathers full
a beneficial
usiness that
to rub their
a-conserv-
rchandisers
y and con-

s that busi-
afraid prin-
ederal Gov-
t do.

hat a frank
ent at this
break the
owing what
y whatever
eded.

would help
all contro-
rangingly in-
ness men
and on tip-
from the

ssible that
s his eco-
from the
isn't it a
he is not
ything—or
done or
e path of
horney and

esn't talk,
job to be
orrible for
ination of
ng will be

ow stand-
because of
o how far
elve into
hemselves
sible upon
e, namely,
ychology,
rishness is
mind, and
cessary.

Too Much Glorification In a speech before the New Haven Advertising Club, Alfred T. Falk, Director of Research and Education of the Advertising Federation of America, expressed himself as deeply shocked at the "feeling of antagonism toward advertising on the part of many minor officials in Washington."

He declares that "the extent and violence of this antagonistic feeling is entirely beyond all reason." He has talked to a number of these officials and has been amazed to discover that advertising is the one subject on which they refuse to reason; they look upon it from purely an emotional basis—pretty much as some women are supposed to do their thinking.

What puzzles Mr. Falk is that men who are highly educated and know not a little about the theoretical side of economics should fly off the handle this way.

He is probably right as to their unreasonable and unreasoning attitude. But we do not quite share his bewilderment as to the supposed cause.

Bad, questionable, boorish and unethical advertising—the kind that the much maligned Proprietary Association has set out vigorously to combat—is obviously responsible in part.

But effective, also, in producing this erroneous line of reasoning—or absence of reasoning—is the attitude of many of the advertising people themselves. They make a mistake, we think, in everlasting carrying around chips on their shoulders and going out of their way to seek opportunities to fight for advertising as such.

What is advertising, anyway? Get away from all the glamour, the band playing, the banner flying, and use the process of elimination a bit and you will logically conclude that advertising is a part of

management—and only one part.

It is one of the forces employed with varying degrees of intelligence and sanity by merchandisers in distributing their goods.

Yet, the frenzied defense made of it by some of its zealous followers would almost lead one to believe that they regard it as something brought down by Moses from Sinai or expounded in the Sermon on the Mount.

It will be a great day for business when we hear less about advertising as a thing apart and more about the general process of merchandising—of which advertising is an essential element. For then its meaning and importance will be clear even to a Washington economist.

Up to now there has been too much glorification and not enough common-sense viewing.

But Scotch for a' That Try as we may, we can't seem to accomplish much in the direction of controlling inter-industrial competition. On a number of occasions lately, we have mentioned it—and sharply, too. But no sooner have we finished dealing with it in one place, than it bobs up in another. And now we are obliged to speak about it again.

It seems that a guest within our shores is William Miller, director of William Teacher and Sons, Ltd., of Glasgow, and an eminent authority on Scotch whiskies, their production and consumption. And Mr. Miller has been talking, publicly, about the contrasting manners in which Scots, in Scotland, and Americans, in America, absorb their smoke-tanged snorts.

When a Scot, having been persuaded, surrenders and says he'll ha'e a wee nip, a nip is what he takes. But in America, exclaims the pained Mr. Miller—why Americans actually guzzle. One of the

hang-overs of our prohibition is the long drink—a drink so long and so diluted and doctored that it tastes like something else.

"And really," Mr. Miller assures America, "it is a mistake to take a little Scotch in a glass of ordinary size and fill the remainder of the glass with charged water or ginger-ale. If Scotch is to be diluted, it should be diluted on a fifty-fifty basis, with half the drink whisky."

Mr. Miller is a visitor. Little does he know how high his remarks will elevate disapproving eyebrows in such circles as White Rock and Canada Dry. But we trust that the eyebrows' owners, filled with the tolerance that hospitality demands, will not remind Mr. Miller *too* sharply that occasionally an American drinks because he's really thirsty.

And if our drinks are long in quantity, but short in alcoholic kick, may it not be because we *don't* find it necessary to take our Scotch as an antidote for our climate?

The Word Is Forward Is a bank a storage warehouse? Or is it a going concern, dependent for its continuing progress upon public goodwill and public patronage?

It was a business man who posed those questions before the nineteenth annual convention, in Buffalo last week, of the Financial Advertisers Association.

Said Henry B. Hall, vice-president of the American Appraisal Company:

"Public fear and business-man fear for the safety of the bank has largely passed. The pressing need of the present moment is to convince the general public and the business public that your bank is functioning as a bank, and not as a storage warehouse."

What the business man wants to

know, Mr. Hall went on, is whether his bank is to stand as an edifice, practically stuffed with bonds, or to operate, actively, as the financing agent for a community's commerce, industry and agriculture.

Some banks, he said, will function again as banks; some of them can do so now. But—

"Neither fate nor luck will decide which banks do which. Comparative and competitive sales and advertising intelligence will execute the decision."

It would be foolish, the speaker warned the financial advertisers for banks to emulate certain of the professions and decide to go "ethical."

"They may starve to death, but they don't advertise. * * * Don't let your banker bosses come to this. Don't let them become infected with the professional germ. Encourage them to keep their feet on the ground, to remain businessmen, and to be proud of it."

Of course, there are extenuating circumstances. In March of last year there were many bankers who didn't know whether they were in business or not. Theirs was a vocation that suffered near-disaster. Theirs is an industry distressingly distinguished by the fact that among all big industries, it is the only one that, completely and summarily, shut up shop. The scars of that experience must remain and do remain.

But courage has returned. However gloomily some of our bankers look upon the future, however definitely they feel that in March of '33 a supposedly beneficent Government lifted them out of the frying pan only to drop them into the fire, all bankers soon will learn, force, that banking must keep pace with general business. And inevitably, general business will advance, either with banking in operation, or in spite of it.

How Many of These Did You Read?

All were outstanding · important · vital

EACH month an impartial council of librarians selects the ten most outstanding articles from all magazines. In 1933, 8 articles from 8 issues of *Nation's Business* were selected. Through September, this year, 8 have been selected from 6 issues.

These articles are outstanding because they are important to executives who own and control the business of the nation.

Editorially *Nation's Business* appeals only to men who are alert enough to want articles and editorials that will tell them *what to expect*. It is edited for the executive who sees business as a whole and knows, for example, that a new method of preparing Chinese tea for market may affect his shipping business. Or his advertising business.

Such men paid \$502,512 cash in advance in the year ending June 30 for subscriptions to *Nation's Business*, because they wanted the magazine. No inducement was offered except the magazine itself.

A vital editorial program invariably makes a responsive advertising audience.

- ◆ **What Machines Have Done to Men**
By JAMES S. THOMAS
- ◆ **Labor Unfurls Its Battle Flags**
By WILLIAM GREEN
- ◆ **The Crisis in Home Financing**
By MORRIS EDWARDS
- ◆ **The Facts About the Unemployed**
By WILLIAM S. DUTTON
- ◆ **When Nations Talk Business**
By SENATOR JAMES COUZENS
- ◆ **What Union Labor Wants**
By WILLIAM GREEN
- ◆ **Shifting Billions in Farm Loans**
By HENRY MORGENTHAU, JR.
- ◆ **Cures—Not Miracles**
By HENRY I. HARRIMAN
- ◆ **What the CWA Money Bought**
By PAUL McCREA
- ◆ **What Liberties Shall We Fight For**
By T. N. CARVER
- ◆ **Price Control Under the Codes**
By HERBERT CORRY
- ◆ **Inflation and Your Business**
By W. S. LANDIS
- ◆ **Air Cooling Reaches Main Street**
By J. J. NANCE
- ◆ **Spending \$12,500 a Minute**
By E. S. DUFFIELD
- ◆ **Effect of Changes in Gold's Value
on Its Use as Money**
By PROF. G. F. WARREN
- ◆ **The Future of NRA**
By HENRY I. HARRIMAN

Nation's Business, because they wanted the magazine. No inducement was offered except the magazine itself.



The only magazine for business men that carries through all American business.



**NATION'S
BUSINESS**
WASHINGTON
E. V. THOMPSON - Director of Advertising

Sept. 20, 1927 Sept.

Rural and Farm Publications

Commercial Advertising Lineage for August

(Exclusive of house, livestock, baby chick and classified advertising)

Semi-Monthlies

Semi-Monthlies			
Arizona Producer	16	12,080	6,989
Farm & Ranch	11	8,255	8,325
Montana Farmer	11	8,106	4,787
Oklahoma Farmer			
Stockman	11	8,009	6,560
Hoard's Dairymen	11	7,993	7,438
Kansas Farmer, Mail			
& Breeze	10	7,725	5,307
Missouri Ruralist	9	6,934	3,952
Utah Farmer	9	*6,480	*3,478
Missouri Farmer	7	5,692	6,744
Arkansas Farmer	7	4,935	*1,998
<i>Con'td.</i>			

***One Issue.**

Bi-Weeklies

(2 Images)

Wallaces' Farmer &		
Iowa Homestead	14	11,323
California Cultivator	15	11,090
Nebraska Farmer	15	10,610
Local Zone Adv.	13	9,655
Average 6 Editions	16	11,753

Arco Names Cathcart

E. F. Cathcart has been appointed industrial sales manager of the Am. Company, Cleveland, paints, varnishes and lacquers. He was previously with the Glidden Company, of that city, in similar capacity.



**DO YOU READ FIRST
IN THE MORNING?**

YOU receive a number of letters. You go over them casually—suddenly you stop—it is a letter which concerns *your* money—money you have invested in a certain business—which will give you vital information about the markets and prices of that particular industry—the industry from which you receive your *main* income—which letter do you read first? The answer is easy, isn't it?

Just as you seize that all-important letter first, every member of the Dairymen's League seizes his copy of the Dairymen's League News first each week. Why? Because it concerns his pocketbook—because it tells him what he wants to know about *his own* money—the money he uses to support his home, his wife, his children. Other farm papers are interesting, yes—but he *owns* this one—he is *part of it*—it's *his*—it concerns his chief means of livelihood, milk production. Why wouldn't he read it first?

There's a tie-up between the reader-members of the Dairymen's League and the paper which they themselves own and publish which makes for a reader interest you can't find in any other farm paper. Wise advertisers will cash in on it.

DAIRYMEN'S
League
NEWS

NEW YORK
11 West 42nd Street

R. L. Culver, Bus. Mgr.
Tel. PE 6-4760

CHICAGO
10 So. LaSalle Street

J. A. Meyer
Tel. Franklin 1429

"The Dairy Paper of the New York Milk Shed"

cations
ast
ertising)

	1934	1933
Lines	Lines	Lines
10,540	5,200	
10,534	4,861	
10,484	3,921	
2,430	3,171	

10,014	13,591
6,973	8,571
9,262	6,144
9,084	4,164

8,673	7,561
6,985	5,281
3,058	1,901
8,570	4,861
8,357	4,911
7,699	5,551

7,490	6,361
7,255	5,421
5,665	3,101
3,723	3,881

19,786	17,631
3,760	2,256

apers

9,995	13,731
9,246	13,061
9,054	17,081

14,340	6,481
4,229	12,641

Advertising
any)

been appointed
r of the Am-
ainta, varnish
previously was
t that city, in

The Little Schoolmaster's Classroom

AIR-COOLED chocolates become one of the latest package developments.

As will be seen from the picture on this page, Cynthia Sweets are being packaged with a double container. The inner box is the same as always but this, in turn, is placed in an outer container in which air holes are punched. The box is inserted into paper rolls so that even the corners are given a certain amount of air circulation.

During the last few years freshness has become a major copy theme and a great deal of ingenuity has been exercised to get packages to second this theme. For instance, Chase & Sanborn's dated coffee campaign was immediately copied by competition with improved vacuum cans.

That there is nothing new about freshness as a copy theme, however, can easily be proved by any antiquarian who will hark back to history. The Schoolmaster particularly remembers the way Huylers used to feature their "Fresh Every Hour" candy.

One of the more spectacular campaigns of this type in recent years was that for Camel cigarettes when the Cellophane wrap was the focal point of the campaign.

The Class has been searching the

trade papers for advance advertising of Christmas goods. Thus far but one such advertisement has come to light—the Noma Electric Corporation has started to tell jobbers and retailers about its electric Christmas-tree decorations.

Did you ever discover, on Christmas Eve, that there was a burned-out bulb on the string of lights—and then make a tour of all the stores where bulbs might be obtained—and possibly fail to find one? Well, Noma has a new type of set this year; each Mazda burns independently—no more hunting for burned-out lamps.

That will be a good Christmas "number." It would seem to be about time, in the Schoolmaster's opinion, for other manufacturers to let it be known that they still believe in Santa Claus.

The most romantic company name on the American continent is that of the Hudson's Bay Company. One of the most interesting lines of any letterhead is that in which this organization says simply, "Incorporated 2nd May 1670."

Recently the Schoolmaster received copies of a booklet describing the farm lands that this company has for sale. Further inquiry shows that the organization has some 2,000,000 acres of land for



er's

ence advertisements. Thus far advertisement has come Electric
to tell job
but its electric
ations.

er, on Christmas
was a burned
g of lights—
ar of all the
ight be ob-
fail to find
a new type
Mazda burns
ore hunting

od Christmas
seem to be
choolmaster's
manufacturers
that they still
s.

company name
inent is that
y Company.
resting lines
hat in which
simply, "In-
670."

Schoolmaster re-
klet describ-
at this com-
ther inquiry
nization has
of land for

The company has been selling this land to farm settlers many years. This particular real estate development is almost unique in that the tremendous tract is held by an organization which procured its titles direct from the Crown.

The Schoolmaster recalls that some time ago there was a running argument in these pages as to when and by whom the first of the so-

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

• REPRESENTATIVE Available

OHIO

Excellent contacts among National Advertisers, Manufacturers and Agencies in this and adjacent territory. 20 years' experience in planning and selling creative direct advertising and production printing.

A Printer, Direct Mail House, Lithographer, Agency or Advertising Service should be interested in this man. Drawing account against commission.

"N," Box 255, Printers' Ink.

Job Wanted... Man of long Sales

Promotion, Advertising, Publicity experience as Contact Factor, with strong initiative, tireless capacity. Possesses youth, though mature, conservative judgment. Single, footloose to change locality. Will fit into any picture where real salaried Sales or Promotion job presents itself. This man is not on Relief Rolls but cannot finance any company, insurance or other, with gratis sales efforts. Nor has he a pocketful of National Advertising accounts to hand some struggling agency in return for a berth, else he would handle them himself and take all profit. He is reliable, competent, traveled, educated, permanent. Has sold large Advertising Accounts, written successful copy, created a harvest of effective Ideas and Campaigns. A persistent business-chaser, good mixer, a convincing sales propagandist, publicizer.

Address "R," Box 256, care of Printers' Ink.

A Burning Message!

TOUCH A LIGHTED CIGARETTE
HERE

*Your Message
burns out
ON THE "MAGICAD"*

*Samples and
Prices on Request*

The LEDERER COMPANY
106 WEST 33rd ST. NEW YORK

Outdoor Signs

Our special paint processed framed metal and wood bulletin signs are being used in big quantities by some of the largest national advertisers. We need several more live, experienced salesmen capable of successfully contacting the better class of small and large accounts. Exclusive territory, liberal commission basis, full cooperation given. Prices are competitive. Give age, references, experience and territory you are familiar with; send photo. The Meeker Co., Desk 8, Joplin, Mo.

Account Executive

Advertising agency with full recognition has an opening for man who possesses or can develop immediate business.

"M," Box 254, Printers' Ink

Production Superintendent • for Printing Plant •

Competent to handle reorganization of plant. Must have detailed knowledge of composition and rotary production. Highest qualifications only considered. Remuneration adequate for right man. Write detailed application "Confidential," Box 253, Printers' Ink.

Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
8 pages	\$40.45	\$61.95	\$148.55
16 "	74.55	132.85	320.50
32 "	142.80	239.95	490.50

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

EVERYTHING FOR THE ADDRESSING AND DUPLICATING MACHINE
• ECONOMY • QUALITY • SERVICE

PLATES-EMBOSSING
• FRAMES •
RIBBONS-CARDS
• CABINETS •
DRAWERS •



STENCILS • INKS
• BLANKETS •
CORRECTION FLUID
• TYPES •
PAPERS •

NATIONAL ADVERTISING SUPPLY COMPANY, INC.
CHANIN BUILDING • NEW YORK CITY



GILCO SIGNS • DISPLAYS

GILL GLASS & FIXTURE CO., PHILADELPHIA PA.

SPECIAL
CREATING
IN
GLASS

Classified Advertisements

BUSINESS OPPORTUNITIES

RESPONSIBLE PUBLISHER wants additional publications in trade or class field. Correspondence strictly confidential. M. Malone, 22 East 12th St., Cincinnati, Ohio.

Office Space wanted in busy New York City advertising agency by experienced free lance advertising man in return for occasional copy services. Box 937, Printers' Ink.

TO PRINTERS AND PUBLISHERS: WELL-KNOWN PUBLISHER WILL UNDERTAKE TO MANAGE, OR ABSORB OR BUY PUBLICATIONS REQUIRING ECONOMICAL AND EXPERIENCED AND SUCCESSFUL MANAGEMENT. BOX 950, P. I.

HELP WANTED

CONTACT MAN

for Chicago agency with full recognition and financially strong. Must have record of business secured by his efforts and give proof of ability to develop new accounts. Box 936, Printers' Ink.

PRINTING SALESMAN

An organization that has grown during the depression has an opening for a salesman who is selling printing or typography. Remuneration as ability warrants. Replies in strict confidence. Box 945, Printers' Ink.

IF YOU HAVE GOOD CONTACTS in New York Advertising Field, Equitable Life can offer you unusual commission contract with constantly increasing yearly returns. Knowledge of life insurance not necessary. Reply confidentially in writing. H. H. Wilson, 7 East 42nd St., New York.

TYPOGRAPHY SALESMAN

A splendid opportunity awaits the man who controls work and who can take leads given to him and turn them into customers. Every possible help and consideration will be given to a man who has ability and will work for his future. Answers confidential. Box 946, P. I.

Chicago Advertising Agency seeks a young account executive with sufficient billing or promising prospects to justify him working on a "show me" basis plus an opportunity to become a major stockholder. Liberal cooperation, good fellowship, ample finances. Don't reply unless you are willing to give sufficient information to warrant an exchange of confidences. Box 935, Printers' Ink.

POSITIONS WANTED

HARVARD '28, EX-TEACHER, 29 yrs., good at detail, accurate, ideas, taste, wants start in research or copy; any salary. Serious worker. N. Y. Box 938, Printers' Ink.

Agency, publishing, printing experience. Exceptional layout ability. Thorough knowledge art, type, plate-making. Part or full time. Box 948, Printers' Ink.

OUTDOOR ADVERTISING—15 years' experience covering all phases of outdoor advertising—leasing, checking, service and sales contact. Capable of operating outdoor department for agency. Box 944, P. I.

ARTIST—ART DIRECTOR, FAST, FACILE, FERTILE. NOT SEEKING MERE JOBS BUT CHANCE TO CREATE IDEAS. FREE LANCE BASIS. BOX 940, PRINTERS' INK.

JOB WANTED

ENERGETIC experienced copy writer with original ideas; has studied layout; much praised for letter writing; will adapt self to any job, however hard. Communicate Box 942, Printers' Ink.

Research Assistant: Young lady, 7 years secretary-assistant to prominent Research and Marketing Specialist; supervision clerical and statistical staff; secretarial work; accurate and adept in handling figures and detail. Box 939, P. I.

ADVERTISING WRITER A real advertising man with exceptional writing ability and with thorough knowledge of merchandising, sales promotion and publicity desires position with progressive organization. Box 949, P. I.

ADVERTISING SALESMAN—With established New York office, now serving locally leading trade publication, can represent additional first-class publication. Exclusive representation if wanted. Salary or commission. Highest references. Strict confidence. Box 941, P. I.

SALES RESEARCH MANAGER, or Sales Manager. Seven years' selling and sales development experience. Six years' factory maintenance engineering. Has traveled U.S. and Canada thoroughly. Specialized experience in Sales and Market Research. Wants Sales Executive opportunity. Employed. Age 39. Box 943, P. I.

DIRECT MAIL COPYWRITER—Has sold successfully direct by mail, not simply solicited inquiries, for nationally-known house. Six years' experience in writing and layout of sales letters, folders, broadsides; has built and revised mailing lists; thorough knowledge of production mechanics. Box 951, Printers' Ink.

COPY OR CONTACT POSITION WANTED BY

Mature, brilliant man experienced on big accounts. Unusual creative ability. Can show 500 varied examples of his work. Exceptionally successful as contact executive. Now ready for hard work after long vacation. Gratis service over trial period. Box 947, Printers' Ink.

MACHINERY
VICE
PENCILS INKS
BLANKETS
CORRECTION FLUID
TYPES
PAPERS
COMPANY, INC.
K CITY

YS
SPECIAL
CUTTING
IN
GLASS

Index of Advertisers

September 20, 1934

	PAGE
Atlantic Monthly	87
Ayer & Son, Inc., N. W.	1
Baltimore Sun	43
Benjamin Franklin Hotel	99
Boone Organization, Rodney E.	14-15
Boston Herald-Traveler	2
Business Opportunity "N," Box 255.	107
Chicago Daily News	19
Chicago Tribune	112
Christian Science Monitor	11
Cincinnati Times-Star	79
Classified Advertisements	109
Dairymen's League News	105
Dallas News, Journal	95
Detroit Free Press	47
Detroit News	22-23
Erie Litho and Printing Co.	88
Esquire	82-83
Farmer's Wife	91
Francis Press, Charles	111
Gibbons, Ltd., J. J.	107
Gill Glass & Fixture Co.	108
Hastings & Co.	97
Help Wanted "Confidential," Box 253.	108
Help Wanted "M," Box 254	108
Help Wanted "T," Box 257	98
Indianapolis News	27
Lederer Co.	107
Liberty	50-51
Literary Digest	38-39
Los Angeles Times	35
Meeker Co., Inc.	108
Milwaukee Journal	6
National Advertising Supply Co., Inc.	108
Nation's Business	103
New Yorker	5
New York Times	31
Pictorial Review	28
Portland, Oregon, Journal	71
Position Wanted "R," Box 256	107
Printers' Ink	77
Printers' Ink Monthly	92
Printers' Ink Publications	74-75
Railway Express Agency, Air Express Division	98
Review of Reviews	66-67
Rue Pub. Co.	108
Ruthrauff & Ryan, Inc.	8-9
Time	53 to 60
Washington, D. C., Star	63
Worcester Telegram-Gazette	44

Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission.

"If cleanliness is next to Godliness, Soap must be considered as a means of grace and a clergyman who recommends moral things

FORMERLY CALLED "SOAP"

PEARS® SOAP

THE FAMOUS
TESTIMONY

COMPLEXION
SOAP

HENRY WARD BEECHER'S TESTIMONY



CLEANNESS IS NEXT TO GODLINESS. SOAP
MUST BE CONSIDERED AS A MEANS OF GRACE
AND A CLERGYMAN WHO RECOMMENDS MORAL
THINGS SHOULD BE WILLING TO RECOMMEND IT.
I AM TOLD THAT MY COMMENDATION OF PEARS
SOAP HAS OPENED FOR IT A LARGE SALE IN THE
UNITED STATES. I AM WILLING TO STAND BY
EVERY WORD IN FAVOR OF IT THAT I EVER UTTERED.
A MAN MUST BE FASTIDIOUS indeed who is not satisfied with it.

Henry Ward Beecher

NOTHING ADDS SO MUCH TO PERSONAL
APPEARANCE AS A BRIGHT, CLEAR, COMPLEXION;
AND A SOFT, SKIN, MANY A COMPLEXION IS MARRED BY IMPURE, ALKALINE, COLORLESS
TOILET-SOAP. PEARS SOAP IS PERFECTLY PURE
AND IS ESPECIALLY PREPARED FOR THE DELICATE
SKIN OF LADIES AND CHILDREN. AND OTHER
SUITABLE TO THE WEATHER. WHITE POWDERED
SOAP.

should be willing to recommend soap. I am told that my commendation of Pears' Soap has opened for it a large sale in the United States. I am willing to stand by every word in favor of it that I ever uttered. A man must be fastidious indeed who is not satisfied with it."

* * *

Appoints McJunkin

Advertising of the Northwestern Stove Repair Company, Chicago, has been placed with the McJunkin Advertising Company, Chicago. Radio advertising is being used.

* * *

Kiwanis Honors Ben Dean

Ben Dean, head of the Ben Dean Advertising Agency, Grand Rapids, Mich., was elected district governor of Michigan at the annual meeting of Kiwanis International.

* * *

Fitzsimmons to Cone

Edwin J. Fitzsimmons has joined the Andrew Cone Agency, New York, as account representative. He was formerly on the advertising staff of the *New York Times*.

THE BEST CHRISTMAS IN FOUR YEARS

That is what we can expect.

Prepare for it now!

The right printed matter will clinch Holiday profits for you.

You will need

HOLIDAY CATALOGS BOOKLETS and BROADSIDES

Call Medallion 3-3500

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE AT 34 ST., NEW YORK

The Chicago Tribune
during the first eight
months of this year car-
ried more advertising
from women's clothing
stores than all Chicago
afternoon newspapers
combined.

CHARLES FRANCIS PRESS
11 EIGHTH AVENUE AT W. 32ND STREET